

# Skyline College Wellness Program

## Advisory Committee Meeting Summary and Minutes, 3-24-13

Room 4-136, 3300 College Ave, San Bruno, CA 94066

**2:30 – 3:00 PM**      **Tour of Campus and Program Facilities**  
 Conducted by MAL and RB, while LA and MF met late arrivals and prepared the meeting room. The meeting location was changed at the last minute (Conference room adjoining the Wellness faculty office, 4-136) due to a class being scheduled for 4-102.

**3:00 PM**              **Meeting of Advisory Committee Convenes**  
 Participants helped themselves to light refreshments and took a seat.

**3:00 – 3:05 PM**      **Welcome and Attendance**  
 LA welcomed all participants. All expected invitees were present except for Don Carlson (Dean, Skyline College Business Division, who arrived late) and Sarah Perkins (Skyline College Vice President for Instruction), who did not attend. Please see Advisory Committee Membership document for RSVP/attendance notes.

**3:05 – 3:20 PM**      **Brief Self-Introductions by Participants**  
 Attendees shared their experiences/roles within the Wellness field. Potential employers, a current grad employer, practitioners, and educators in the massage therapy and Wellness fields were represented.

**3:20 – 3:55 PM**      **Slide Presentation: Skyline Wellness Program**  
 Members of the Wellness faculty took turns narrating slides to orient committee members to the history, vision, current state, and potential future plans of the Wellness programs at Skyline College. Please see the attached slide presentation for more detailed information.

**3:55 – 4:00 PM**      **Affirmation of Program Direction and Proposals (General)**  
 Committee Members unanimously approved of the content and direction of the Wellness Programs at Skyline College. Most were extremely favorably impressed.

**4:00 – 4:45 PM**      **Committee Discussion: Working Groups**  
 Small groups (facilitated by faculty) formed as follows for discussion of each group’s choice of questions (previously prepared and distributed by Wellness faculty).

<b>Group 1</b>	<b>Group 2</b>	<b>Group 3</b>	<b>Group 4</b>
Bruce	Don	Mark	Tim
Linda A	Michael Anne	Andrew	Mary Anne
Robyn	Rich	Linda H	Ron

4:45 – 5:30 PM Large Group Discussion and Sharing of Main Ideas

Comments are consolidated and grouped loosely with the Question to which they pertain.

- **Q 1: What do you like** about how things are currently structured and how we propose to move forward? What do you see as **strengths of the program(s)**?
  - Quality and experience of faculty
  - State-of-the-art facilities
  - Extremely low tuition/costs (was also mentioned as a possible problem, because people often sees a direct correlation between cost and quality)
  - Thoroughness, length, content of courses/programs
  
- **Q 2: What do you think would improve usefulness for students? What could be strengthened or added?** What **concrete steps** would you recommend?
  - In massage therapy, more hands-on experience would benefit students:
    - Increased clinic time
    - Mentoring program?
  - Create a day program (in addition to existing evening program)
  - MT: Add continuing education offerings: Oncology massage, Medical Massage, Intro to Craniosacral therapy?: various 2-day courses that would give students a taste of what they might want to seek as a specialty or additional skills
  - Wellness: Add continuing education aimed at RNs, PTs, DCs, MFTs, Dental Assistants and others in Allied Health
  - Massage and Wellness degrees would be an asset for those seeking to be employed
  - Degrees would also help those who seek loans, etc., to create self-employment/businesses
  - Articulation and degree completion agreements could be created with John F. Kennedy University (local), California Institute for Integral Studies (local), Saybrook University (online)
  
- **Q 3: Who needs to know** about this program? **How can these people be reached?** What alliances could we make or what steps could we take to strengthen a) outreach to **potential students**, b) **community** involvement, and c) outreach to potential **employers**?
  - Outreach to potential students on campus:**
    - School signage: no signage for massage or wellness
    - Separate identity needed for massage therapy/wellness: no one will ever associate Cosmetology with massage
    - A visible identity needs to be created in the building and on campus: Wellness needs branding that is both distinct from Cosmetology and recognizable. Need a logo or other symbol.
    - Current on-campus marketing is inadequate to the program; marketing is generic and not well crafted; need to focus on what is unique; need to create opportunities for people to say “yes;” Robyn Scherr (mrktg bckgrnd) offered to help develop marketing
    - Leverage campus counselors, admissions personnel: make sure they are educated about WELL courses, programs (and, in future, degrees)
    - Expand presence at campus events, job fairs, exhibits, etc.
  - Outreach to community and potential students off campus:**
    - Have IT do an analysis of demographics of students and advertise to that audience
    - Build reputation of Skyline MT and Wellness as “the best” at something; niche creation

- Exploit social media: Facebook, MeetUp, LinkedIn, Yelp, Yahoo Groups
- Distribute email or print marketing pieces to local health clubs, businesses, spas, high schools, faith communities, job fairs, chambers of commerce
- Generate publicity and/or advertise: KQED Spotlight on the Bay; QFM radio (Ron Kino has experience); local newspapers
- Create a program orientation/panel of speakers on various modalities, then promote to public
- Invite high-profile guest speakers (James Gordon, Andrew Weil) and promote events
- Create community-based connections through complementary fields (CSM's nursing program and Skyline's Allied Health programs, for example)
- Articulate the value of a community-college education (as opposed to more expensive/private schools)

#### **Outreach to potential employers and continuing education opportunities**

- Hold an advanced clinic and invite potential employers to experience students' work
- Develop connections with the University of California at San Francisco (UCSF) (Tim Cowan) Possible location for student interns? Use of facilities? Partnering for events?
- Develop connections with California Pacific Medical Center (CPMC) and the Institute for Health and Healing (Carolyn Tague)
- Distribute fliers or email to local health centers, fitness clubs, spas, etc.
- Create open house and invite prospective local employers to tour facilities and hear about program

• **Q 4:** Thinking about the **career paths** we've outlined, what would you say are key pieces for schools to provide in preparing students to walk these paths? What are **barriers or aids to employment for our grads?**

- Aids: quality of education; hands-on experience (MT); advanced education/degree
- Aid: solid business education in programs
- Aid: stacking or connected business/entrepreneurial certificate
- Aid: increased mentoring or experiential components
- Aid: substantial focus on science, A&P
- Barrier: wellness coaching is likely to be taken over by the nursing profession. Aim wellness courses toward nurse, etc., continuing education rather than a coaching certificate per se.

• **Q 5:** Do you know of any **local, regional, national, or international resources** that would benefit our programs and students? Do you know of any **international educational opportunities** that would benefit program participants?

- As noted in previous sections

• **Q 6:** We are not alone in offering the content and coursework we provide in massage therapy; but we would like to become a significant **hub for quality education in the Bay Area in the inclusive Wellness field**. Please share any **thoughts and suggestions** you might have **to help us move toward that vision**.

- As noted in previous sections
- Main points: separation of identity from Cosmetology; articulation of quality and strengths (to counter bias against community-college education); adequate marketing; program expansion to include additional certificates and degrees; partnerships with local hospitals, wellness centers, businesses, and schools; articulation and completion agreements with other academic institutions

5:30 PM

Meeting was scheduled to end at 5:00 PM. Meeting actually adjourned at 5:30 PM.