

Advisory Board Meeting

3/7/2025

5 – 6 pm

Start	5:00 pm
Welcome & Introductions	Introductions Don, Atava, Heather, Kate, Raina, Rick, Cheryl, Matthew, Kevin, Sara, Michael Kane, Ronda
Updates & Achievements	<p>For the past few years, with all of your help, we have created new certificates:</p> <p>Integrative Health & Wellness (20-24 units) – Curriculum Committee approval Fall 2023 slated to start Fall 2025</p> <p>Whole Foods & Medicinal Plants (18-20 units) – Curriculum Committee approval Fall 2024 slated to start Fall 2026</p> <p>Sports Medicine, Integrative Therapies & Rehabilitation (16-17 units) – Curriculum Committee approval May 2022/Fall 2023 slated to start Fall 2025</p> <p>Meditation & Mindfulness (9 units) – Curriculum Committee approval May 2022/Fall 2023 - active</p> <p>Aromatherapy: Essential Oils for Health & Well-Being (7 units) – Curriculum Committee approval Feb 2022/Fall 2023 – active</p> <p>Currently, we are waiting for State approval for Integrative Health & Wellness as well as Sports Medicine, Integrative Therapies & Rehabilitation with anticipated start Fall 2025.</p> <p>Whole Foods & Medicinal Plants submitted approved through Curriculum Committee and going through Center of Excellence COE for our Labor Market Analysis Report, then gets submitted to the State. Anticipated start Fall 2026</p> <p>This is what we have achieved over the past few years. Now we need to look forward in how we can support our students on multiple levels as well as create a “Win-Win” within academics, industry and our community.</p> <p>Reminder, unless you have already done so, don’t forget to email me the questionnaire I email everyone. I would be grateful and it is very helpful.</p>
Need for Holistic Health & Wellness at this time and why?	<p>Incredible need everyone is so stress out , rushing, staying constantly busy. Needed to reduce stress and relax.</p> <p>Human health habit eating, exercise, relaxing, sleeping, so many approaches, is massage part of exercise, physical and occupational therapy, verses self-care setting, relaxation – clinical setting art, pet, verses what does it mean to pray and sleep, rest and regeneration and how does that play to with all the applied tools and student find themselves. Health, grow, health, applied side techniques, certificate of specialization all fall into health.</p> <p>Knowing they have reactions to stress, and then learn to regulate those reactions. They pay attention (awareness) then shift their intention.</p> <p>It’s so great that the entire community can take classes of this type, especially the olde and younger populations of the community.</p> <p>So great about classes bring awareness to people and get to awareness state and umbrella tips is available for them and show them that. Weaving consequences with technology avoid chronic diseases as a consequence with healthy lifestyle choices.</p> <p>Awareness – its. Important this medicine – state of stress, surgery</p> <p>Exercise styles and flavors and awareness that helps a lot.</p> <p>Changing the culture – whatever the culture focused on capitalism, disconnected from traditions ways of being with plants, nature and community that create community. If enough people we need 8 hrs. of sleep. People actually need to rest. Change the culture what is norm exposure. I’m guessing low price point, historically, not accessible to people disposable income. Healthcare is</p>

	<p>access, especially during this time. The level we are teaching how to tend to themselves and more people know that – and shift a create a bigger change systemic about health wellness.</p> <p>Yes, modern medicine is failing many people and more people are losing health care. I personally believe in an integrative model of health care, where holistic practitioners would work alongside doctors.</p> <p>Now more than ever, holistic health approaches.</p> <p>Yes, there is a growing demand for holistic health and wellness as people seek natural and preventive healthcare solutions. (the window is large now! - awareness is present). Rising chronic illness rates, stress-related conditions, and interest in sustainable, Whole Foods-based nutrition drive the need for trained professionals in this field. Additionally, patients are becoming more proactive in their health, looking for integrative approaches that complement conventional medical care.</p> <p>There is a need for a reset in self-care and complementary, holistic health in the Bay Area. Our major cities in California have been experiencing a drug crisis, a need for mental health, and we are easing back to normalcy after a long, worldwide pandemic. Also, as technology becomes more advanced, our sensitive world is getting smaller. Society needs to adapt to understanding their personal wellness needs and demonstrate respect for other diverse cultures.</p> <p>Yes, especially in this time of heightened politics.</p> <p>Most definitely ! Because of the stress most people are under there is a huge need for wellness classes.</p> <p>Now more than ever! People are looking for ways to care for themselves and their families outside of the imploding and often-times unaffordable medical system. Holistic health can not only provide solutions to current health problems but offer preventive care and long-term solutions that generally gets overlooked by our pharmaceutical-driven medical model.</p> <p>Absolutely. People are struggling with chronic stress & illness, disconnection from one another, and from themselves. We live in a culture that prioritizes quick fix, symptom management over integrated healing with a disconnected view of how one system in the body impacts another. Holistic health and wellness offers people a path back to themselves and a way to listen and lean into a deeper understanding of the whole body as well as practices that support sustainable healing and growth. Doing this in the community opens doors for collaborative projects and business opportunities to form.</p>
<p>How can your profession and/or business benefit from offering these certificates?</p>	<p>As a naturopathic doctor specializing in integrative & functional & healthcare, these certificates align with my practice by providing well-rounded education in Whole Foods nutrition, botanical medicine, and lifestyle prevention. Having students trained in these areas enhances client care, as they can offer complementary therapies that support overall health. Additionally, these programs create opportunities for interdisciplinary collaboration, strengthening the integrative healthcare community.</p> <p>Educate more people about herbal medicine. However, in my profession to become a clinical herbalist requires much more training and clinical supervised practice.</p> <p>I expect myself to learn as much as I can about self-care, which transfers to my treatment skills through understanding and good intention for my client. When I hire another therapist, I expect them to be on the same mental, energy and knowledgeable level, if not more, than me. I am always honored to learn from a colleague.</p>

	<p>Depth to the profession is what makes a good team.</p> <p>The holistic health professions are starting to see an influx between new age health practitioners (e.g., yoga, nutritionists, health coaches, martial artists) and the alt-right pipeline. These certificates have the potential to guide practitioners away from extremism.</p> <p>As a massage therapist and energy medicine practitioner, all of these courses would help me to be a more knowledgeable person allowing me to better serve my community and being able to refer clients to take particular classes that may benefit them is also great ! I am always telling my clients and other practitioners about Dr. Wimmers amazingly deep classes!</p> <p>If a course learning outcome includes students visiting a clinic or visit, then the clinic of business may benefit from positive word of mouth. If the student gets 'service-learning course credit' as an intern at the clinic or business, they learn while doing, and help maintain a high quality of service for customers, clients and patients.</p> <p>I run an herb store as well as a non-profit school devoted to clinical herbalism. These certificates are meaningful for students who apply to my program as the school is looking for students who exhibit a keen interest and dedication to herbalism. Our store also offers students access to 250 different bulk organic herbs of the highest quality.</p> <p>My profession could benefit from having a more attuned & integrative understanding of the whole body and healthy practices that improved the quality of life. The intersection between health & wellness and psychotherapy is essential to understand in order to hold the nuances of the individual's healing path.</p>
<p>Do you feel these certificates benefit various professionals as massage therapists, personal trainers, yoga studios, Pilate studios, spas, resorts, clinics, gyms, wellness centers, retail, etc..? If so why?</p>	<p>Yes, I think more education always benefits health professionals. They have more skills and tools to draw from when working with clients.</p> <p>Yes, these certificates benefit a wide range of professionals because they provide a deeper understanding of holistic health practices that can be incorporated into their services. For example, massage therapists and spas can integrate aromatherapy knowledge, while personal trainers and gyms can benefit from sports medicine and nutrition principles. By expanding their expertise, these professionals can offer more comprehensive wellness solutions to their clients.</p> <p>Absolutely, practicing what you preach is a great asset in any personal setting or workplace. It displays understanding of overall wellness, teaches a better understanding of holistic medicine and rapid-growing diverse society. It shows integrity in complementary medicine.</p> <p>These certificates have the potential to educate and steer the conversation between practitioners and the community in a conversation about responsible health practices.</p> <p>Yes, most definitely because the more people know the more they can share and better help their clients. With the stress that most people have these days, I feel that these certificates can help any person, not just businesses, because these types of wellness classes can help a person to be more aware of their own body and health which in turn will help to reduce their stress levels bringing a better vibration to everyone they encounter. Making the world a better place !</p> <p>I run an herb store as well as a non-profit school devoted to clinical herbalism. These certificates are meaningful for students who apply to my program as the school is looking for students who exhibit a keen interest and dedication to herbalism. Our store also offers students access to 250 different bulk organic herbs of the highest quality.</p> <p>Certificates add value not only in the intellectual or academic marketplace, by certifying that students achieve or attain a high level of knowledge, but also in the commercial marketplace, by standardizing knowledge, skills and abilities which people will pay for (e.g. , both commercial as well as knowledge transfer).</p>

	<p>Yes - Having an understanding of the whole body, and healthy practices, are beneficial for any arena pertaining to the healing arts.</p>
<p>Advertising- what are your recommendations as to what populations (people and/or professions) needs to know about this program? How can these populations be reached?</p>	<p>I personally rely on newsletters and social media to market my classes.</p> <p>Healthcare practitioners, wellness professionals, and individuals with a demonstrated interest in alternative healthcare identified through social media research should be the primary target audience. Outreach can be conducted through professional associations, targeted social media campaigns, wellness conferences, and partnerships with yoga studios, gyms, and holistic health clinics. Additionally, online webinars and in-person workshops can serve as effective ways to introduce these programs to potential students.</p> <p>I believe a hard copy sent by mail advertising your Wellness program shows a traditional and personal way to communicate. You attract more people from your community to support your great, historical institution.</p> <p>These days social media such as Instagram seem to be the best way to get attention. For my private practice, I have never advertised but the best advertisement seems to be Google Business Profile where you can put the program (business) name and collect reviews from students who have taken and benefited from the classes. When someone searches for a subject or class the Wellness Business will show up and you can add a link to sign up for the class, a phone number and pictures from classes. The more reviews you get the easier your classes will show up. it is free</p> <p>These classes are great for general public. Besides advertising to all the businesses you mentioned previously, you could also advertise in libraries, recreation centers, senior centers, hospitals, colleges, art studios, coffee shops etc..</p> <p>So far, word of mouth. That is, when clinical or business settings have a positive experience with student interns, they amplify ongoing demand. Outreach through advisory boards as well as simply calling clinics and business is also possible. Finally, having regular events such as a monthly, quarterly or annual 'certificate' showcase can be a positive form of advertising.</p> <p>I have found social media to be one of the most effective forms of advertising along with targeting local businesses (such as mine) with postcards and/or flyers. I have also found, being in the natural healthcare business for over 15 years, that people of all ages are drawn to wellness programs, mostly women. Many of my students have existing professions in a vertical field – such as Nutritionists, Psychotherapists and Nurses – all looking to expand their knowledge to provide more comprehensive protocols to their patients and clients.</p> <p>Farmer market great idea, pop up community events. Pass flyers out around Pacifica 3rd Sat 50 small business.</p> <p>Home school community – some of the older high school student – home schooling association Grade 11 & 12 students.</p> <p>Little demo at Parks and Recreation – a lot of classes at recreation places. Class you put idea</p> <p>Thoughts of support getting students prepared to these settings some folks internal vs external. Personalities scaffolds build in to reach out – soft skills how well some skills, or get distracted that do take effort of observer outreach extension and projection. Sometime feedback – student was there but on phone , never add contact, etc.... structure elements to consider.</p> <p>These classes seem to be great intro classes for anyone interested in the healing arts. One target audience could be seniors in high school or for people thinking about changing careers. I think hosting specialty lectures, workshops, additional trainings, and events are a great way to draw in people who would otherwise not know about your programing. For example, some of the modalities my colleagues & I work with could potentially be offered as a limited series, workshop,</p>

	<p>or as part of a special event to draw in people from the community. When outside people are coming in to offer something “under your roof” they often come with streams of ways to market & launch their program, in addition to your marketing streams.</p>
Recruiting Committee Members	<p>Reach out to health professionals in the community.</p> <p>Enrollment – community engagement –</p> <p>Inter-school communication – panels and physical events</p> <p>Health center on campus – collaborating with Health Center – a lot of student struggling – student population be a little more aware its being offered, health center, counseling office app, social media at Skyline someone doing that is the hurdle.</p> <p>Structural frame – frequency, intensity, timeframe, effort involved structures that create the routine, Fall Spring bookends – structures create expectations, and efforts and coordination with outside circles. Coordination nutrition folks at farmers market vs health fair – separate from the digital frame. Stud assignment in class vs Instagram, twitter, alignment between overall learning outcomes verses individual course work a link between those two. A links within assignment with outreach with EC.</p> <p>Recruiting additional advisory board members can be done by reaching out to a variety of professionals in complementary fields such as naturopathic medicine, acupuncture, chiropractic care, functional medicine, and holistic nutrition. Engaging local wellness business owners, educators, and industry leaders through networking events, social media, and professional organizations can also help. Highlighting the impact and benefits of these programs may attract individuals who are passionate about advancing integrative health education.</p> <p>This board has been consistently growing at a steady pace, but the variety of classes taught may be the best advertisement, including being accredited for wellness and massage therapy for licensing future CAM therapists, which will attract other business owners who are looking to recruit and become an important part of our ever-growing advisory board.</p> <p>The faculty from the Holistic Health program at SFSU will want to be a part of the conversation about the future of alternative and allied health practices.</p> <p>I would probably ask the people already on the board to invite/ recommend other members, since they probably know others in the wellness industry who would be beneficial to the board.</p> <p>Word of mouth from other students that they will benefit personally, academically and possibly professionally.</p> <p>Asking current advisory board members for recommendations. I just sent an email to a dozen of my colleagues who I feel would be excellent candidates.</p> <p>I am connected to a network of other Somatic Psychotherapists, Psychoanalysts, Coaches, Art therapists, Massage therapists & Acupuncturists & healers. I think networking is a valuable tool. Incentives such as offering space for professionals to offer events, training, and specialty workshops would likely be of interest for people.</p>
How do you see students benefiting from these certificates?	<p>They will have more skills to manage their own health and support loved ones. They will gain professional skills to apply to whatever health field they are working in.</p> <p>Students will gain practical knowledge and skills in integrative wellness that can enhance their careers and personal health (this interns helps communities - monkey see, monkey do philosophy!). These programs provide education in Whole Foods nutrition, botanical medicine, and lifestyle interventions, preparing students for roles in wellness centers, clinics, and other health-related industries. The certificates also offer a strong foundation for those pursuing advanced studies in naturopathy, functional medicine, or holistic health coaching.</p>

	<p>Society is becoming more conscious of holistic wellness that complements their busy schedule. In addition, our Bay Area residents have witnessed an addiction crisis and a pandemic which inspired movement for alternative health, spiritual and mental awareness. These certificates offer a depth to understanding, and treating, the many health struggles we encounter in our rapidly-growing communities, whether therapy is needed for someone with a busy work schedule or is in need of other rehabilitative needs.</p> <p>Students will need to be informed and trained as critical thinkers to take on the political front of allied and alternative health practices.</p> <p>By bettering ourselves, we can help others even more.</p> <p>Students can jump-start careers with knowledge applied in various markets. Typically, the health habit categories are related to eating, exercising, relaxing and sleeping, so all of the certificates can support greater effectiveness at improving all domains of health habits.</p> <p>These certificates offer a great foundation for students seeking to care for themselves, their families and communities as well as give students a better understanding of what it means to be working with medicinal plants (for example). As a teacher, I am always looking for students who have a basic foundation and are looking to increase their knowledge as they know what they are getting into. It is frustrating when students who enter my program do not understand the rigors involved in herbal education and find it isn't a good fit for them. I always look for students who have drive and direction. Also, as a retail shop owner, I am looking for employees who understand herbs and supplements so they can discuss basic healthcare needs with our customers. A certificate gives me a bit more confidence in hiring.</p> <p>I think these certificates offer students meaningful information to curate their own health and wellness practices as well as offering a solid foundation that can be applied to many other professional aspirations.</p>
Collaboration with Business and University	<p>Feedback from students in herbal medicine courses – love to have internships, perception ships</p> <p>Student wide range – assigned survey market place go out to market place, do you have any interns here – fairly commonly no we small business. One hour a month, week – course credit describing market place survey the field and business commercial and health and course frame.</p>
Limitations	<p>No limitation – programs will help people no matter what.</p> <p>Some students may need further training or licensure to apply their knowledge in a clinical setting. Ensuring accessibility through online or hybrid learning options could also be a challenge, depending on the resources available. However, I do see change happening and that this is a perfect time to learn more about this healthcare field.</p> <p>A potential for confusing a certificate of achievement or specialization with a license or a degree.</p> <p>Although there has been a shift to think and live more holistically, society still needs to understand how well alternative medicine can benefit their daily lives. These classes complement self-care and add a depth of knowledge to any profession that is health conscience in alternative medicine.</p> <p>There are no limitations created with these certificates, they only open up more opportunity for the person who has earned one.</p> <p>I can't think of any.</p> <p>These offerings seem to be intro classes and it would be nice to see a spiraling curriculum with more in-depth offerings where the student could complete a path as a health and wellness coach, nutritionist, Somatic coach, meditation teacher or some other certified path.</p>
Strengths	<p>Practices into their own hand entrepreneurs feel in gaps, knowledge into your own modality form and style.</p> <p>Kate – I really like about these classes and the student are so varied, high schooler and 70's, 80', What I really appreciate offers people in community what they are interested in. Community College has lost its mission focused on getting in and out and a lot of people who what to learn this stuff and learning environment and fun. I appreciate Skyline offers these classes. So we don't see that any more.</p>

	<p>Unique program – legislation, - lifelong learning – if we were doing everything perfectly 65% graduation rate. Opportunity beneficially, Unique kind of thing we done have it.</p> <p>I like that you are making holistic medicine part of community college. This makes it more accessible to more people.</p> <p>The strengths of these certificates include their focus on evidence-based holistic practices, their applicability across various professions, and their ability to meet the increasing demand for natural health prevention solutions. They provide a structured yet flexible approach to learning, allowing students to specialize in areas like herbal medicine, aromatherapy, and integrative therapies. These programs also foster interdisciplinary collaboration, strengthening the holistic health community.</p> <p>When you attend classes like these, you are learning how to respect other beliefs and building an understanding to be an inclusive member in the community.</p> <p>The Bay Area educational institutions are often the leaders of community organizing and building health policies. Skyline has the opportunity to contribute to this ongoing pattern if it can take on a community informed approach to social justice and health.</p> <p>Everyone wants a certificate when they accomplish something. These certificates show the dedication that was put into the subject learned.</p> <p>Self-discovery allows student to transfer to others as students move from introductory to mastery levels.</p> <p>They provide leverage in hiring and being accepted into more extensive educational programs.</p> <p>These certificates seem to offer an understanding that can peak curiosity for further development in the healing arts as well as supporting students with learning skills to better their life. In addition, these certificates can support students with applying holistic principles to other areas of their professional development.</p>
Any other comments	<p>Advertising – never done advertising – find her on Google Business for Wellness specifically and add classes and provide 5-star reviews – key words – just in case someone is goggle searching for class, pictures of classes, student give reviews on what. They thought on the class easier found.</p> <p>No, I think I covered everything!</p> <p>Skyline needs to consult the community leaders, not just business owners, about the direction of Skyline’s Health and Wellness program</p> <p>Something that would be cool is making a network of skyline wellness students where we can all collaborate or be able to reach out to one another. I graduated in 2013 from Skyline massage program and since having my private practice there has been many times that I would have liked to know more people from the wellness classes to collaborate.</p> <p>Keep up the good work. The program is great.</p> <p>Linkage with transfer pathway Rick is really important to use. Talk the language transfer pathway language everyone understands. So when you dealing with a discipline that are not understand. In our system once you see pathway and CSU pathway and more solidifying the college.</p> <p>Basic aid district - \$ not a huge obstacle with us – not on apportionment. Not worried about madness going on. Division getting a lot of funding so with enrollment. Not worried about it from that perspective. So we know what degree we are connecting to for degree and pathway. Really difficult as a community college workforce program LMI analysis – no job out there whole foods medicinal plants – so we have to go through our initial approval level. Dean Kane writes analysis – Dean Kane has been very pro-active.</p> <p>I LOVE seeing more holistic programs rolled into community colleges as you can reach underserved communities. I support low-income students in my courses with a work/trade option. I want to see anyone</p>

	<p>who is interested in holistic healthcare be able to attain their dreams. Kudos to you Dr. Wimmer. I'm so excited to be part of this team and really believe wholeheartedly in what you do.</p> <p>Thanks for ongoing support of students and by extension, their friends, family and co-workers who benefit when the knowledge is transferred.</p> <p>Thanks Rick, Ronda has done a really amazing job pivoting the program and getting things through.</p> <p>Thank you all, appreciate your support of the program.</p> <p>I think it is exciting that these offerings are here! I feel honored to have been asked to be part of the development of this program.</p>
End	5:50 pm