

PLANNING/OUTCOMES DOCUMENT 2007-2008

Name of person(s) completing form:	Debra Klavohn	Curriculum/Department:	Therapeutic Massage
Purpose/Mission Statement		Vision Statement, 3-5 years	
<p>The therapeutic massage curriculum at Southwestern Community College is a comprehensive technical program which endeavors to meet the needs of all prospective and existing students. The program is directed under the principles set forth by the profession's approving agency and Southern Association of Colleges and Schools.</p> <p>We strive to meet the needs of a constantly evolving profession while contributing to the social and economic development of the area. We achieve this mission through the integration of technical, related, and general education.</p>		<p>The program affirms the following values in it's Vision and commitment to excellence.</p> <ol style="list-style-type: none"> 1. Recruiting and developing the highest quality academic and massage staff available. 2. Maintaining an exemplary level of didactic and hands-on instruction. 3. A stimulating educational environment allowing our students to achieve their professional goals. 4. Our relationship with the healthcare industry who will ultimately employ our students. 	
Program Strength		Program Weakness	
Strong adjunct faculty. Large, equipped laboratory and classroom space.		Program needs a full time faculty member dedicated to the program. With the dean for health sciences acting as program director, and coordinating the program ,there is not as much time available to work with part time faculty. This could develop into a weakness.	
Program Opportunities		Program Threats	
<p>Massage is a growing profession becoming more accepted in the mainstream health care continuum. SCC has an opportunity to expand the existing program, as the role of massage in heath care continues to expand, into a degree program at an appropriate time in the future when space allows. There is also a growing opportunity and need to begin offering quality continuing education units for the growing number of licensed Massage Therapist in the region who are required to earn yearly CEU's to maintain licensure.</p>		<p>If the economy takes a hit, such that working individuals have less disposable income, the available opportunities for graduates to practice in the area may decrease.</p> <p>A community college in an adjacent county, Haywood Community College, is in the process of starting a massage program and this could decrease the number of students who apply to the program</p>	
Goal #	Values for Teaching	College Goals	
2007-2008 Department Outcomes/Goals			Success Criteria (e.g. outcomes, enrollment increases)
			Plan of Action (including resources needed)

1	4,6	8,1	Employers will be satisfied with the Graduates to effectively function as a massage practitioner at the entry level.	95% of graduates who become licensed will be working in the Massage field and of the ones who are working in a facility under an employer 100% of those employers will be satisfied with the entry level skills of the graduate.	Distribute employer surveys and monitor results as part of the program annual review process. Communicate and discuss the results with faculty and advisory committee.
2	4,6	8,2	Graduates will be able to illustrate his/her psychomotor ability to effectively function as a massage practitioner at the entry level.	One hundred percent of graduates must make a final grade of "C" or better in all hands-on courses. (verified by SCC transcript).	Students must achieve a passing score of 80 or better on all hands on laboratory practicals to progress in the curriculum and Only students who score a 76.5 or better in all MTH course work will be allowed to progress in the curriculum
3	4,6	2	Upon completion of the program, the graduates will be able to illustrate his/her cognitive and affective ability to effectively function as a massage practitioner at the entry level	100% hundred percent of graduates who pass the national exam will attain state licensure. 90% of students will pass the national certification on the first attempt.	Monitor students as they progress through program. Assist students in completing application to register to take the national certification and apply for state licensure. Monitor passage rates.
4	6	4	The Dean consistently utilizes only the highest quality academic and massage faculty	All faculty receive satisfactory evaluations from students at the end of each semester on the student opinion survey	Recruiting and developing the highest quality academic and massage staff available student opinion survey administered end of each semester
5			The Program has a full time coordinator/instructor who is dedicated to the program.	A full time Program Coordinator will in place before Spring 2008 semester starts	Recruit and hire a well qualified massage therapist to coordinate and instruct in the program.

Budget Item Description: (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-	500.00	500.00	
Equipment-	0	0	
Travel-	500.00	500.00	
Program Accreditation-	n/a	n/a	
Other-			
TOTALS	1000.00	1000.00	

		<p align="center">Criteria Results</p> <p align="center">Be sure to utilize most current data available</p>	<p align="center">End of Year Analysis</p> <p align="center">(Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.).</p> <p align="center">Describe how you used the results to improve your program/department.</p>
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Goal 1 not met at this time	Still waiting on passage information from National Certification board for 07 graduates. Have made second request
Goal 2 goal met	
Goal 3 goal met	all students who passed the National Certification exam followed through and attained NC state licensure
Goal 4 Goal met	SOS evaluations were all acceptable for part-time faculty
Goal 5 Goal met	November 07 hired full time program director