

## PROGRAM UPDATE REVIEW 2010

Due to budget cuts the night Massage Therapy program was eliminated except for the "Introduction to Massage" winter class. We have seen a larger # of students this year in the consolidated program. The winter 2010 Clinical Practicum class was the second largest of all time.

Our program assistant has done a lot of advertising for the program this year; LA Voz and the College Calendar are continually updated with our events

- In this year's clinic we treated 530 clients
- We offered Five free events during the Spring quarter
  - Pre-event & post-event sports massage where our students worked on >160 students and athletics
  - Three chair massage events where our students worked on > 330 students, staff & facility at De Anza.

Our program assistant constantly updates the Massage Therapy section on the De Anza Website with all the current information about the program and information for our graduates & students. This gives the students and prospective students a central place to get current information about the program.

Our annual School Outreach New Student/Parent event was a success we talked to > 80 potentially future students and their parents.

During the winter quarter we had a job faire attend by nineteen of our clinical students with Massage Envy, which is a large franchise company that is a great stepping-stone for our graduating students to get started.

We administered a graduate Survey to the 87 graduates we still have contact information for. Thirty-two responded giving us a 37% return rate.

- Our graduates are mainly getting the certificate level to start work. But we are seeing the trend change since more students this year are going for their A.A.
  - 61% of our graduates get a Certificate of Achievement, Proficiency or Advanced.
  - 49% of our graduates got a A.A. in massage Therapy
- Our Students are making sure they keep up with their continuing education.
  - 67% of our graduates have < 1000 hours of massage therapy training.

- Graduates that have taken the National Certification exam in Therapeutic Massage and Bodywork.
  - 28% of our graduating students have taken and passed the National Certification exam. In the past 10 years all who have taken the exam have passed.
- 65% of our graduates are employed in the field of Massage Therapy
- 54% of the graduates are working as much as they want in the massage field.

We offered two free CE ( Continuing Education) workshops for our graduates.

- November 6, 2009 - 6-hour workshop “Elevate your Practice using Kinesio® Tex Tape, Biofreeze®, Prossage® and Massage to Enhance Therapeutic Effectiveness” with Michael McGillicuddy, LMT, NCTMB,CKTI
- May 21, 2010 - 4-hour workshop “Introduction to Lomi Lomi with Haunani Hopkins, native Hawaiian artist and lomi lomi healing facilitator from Kealakekua, Hawaii & Graduate of De Anza College Massage Therapy Program.

Additional hands on experience our students received.

- Many students are working as interns in APE getting first hand experience working with individuals with pathological conditions.
- Some of our students are working as interns performing sports massage in the De Anza training room.
- Some of our sports massage students are working with the track team and De Anza coaches, giving treatments to the team members at their events.