

Massage Therapy Sustainability Meeting Notes

October 1, 2010

Attendees: Eugene Klinke, Tishara Melcher, Rocky Ammerman, Norma Konschak, Kent Hanson, Scott Godfrey, Jason Trainer, Shannon Nelson

Curriculum – course offerings, course changes, class caps, etc.

- Tishara to be updating curriculum to meet the needs of the North Dakota board (Tishara will become licensed in North Dakota)
- Possibility to condense Intermediate and Advanced Massage
- Looking into reflexology, yoga, or other holistic health options

Advisory Committee Recruitment

- Any curriculum changes should go through advisory board

Program Changes – Delivery mode, add/change awards, etc.

- Option to develop Neurology for online delivery

Recruiting – high school visits, college fairs, career fairs, etc.

- Previously could not recruit in ND for Massage Therapy; curriculum changes to meet ND board licensure will allow freedom to expand recruiting area
- Tishara to go to career fairs in Grand Forks/Fargo with new licensure

Promotional Materials – pamphlets, posters, brochures, etc.

- Updated brochure once the ND licensure has been approved

Web page – blogs, etc.

Google Ads

- **Action:** Tishara to send Jason words for Google ads for Massage and regions to target

Videos/Photos

Traditional Advertising – Television, radio, newspaper, etc.

- **Action:** Jason to pursue radio ads in the Grand Forks area once licensure is approved to specifically outline the ND licensure and competition with Josef's

Student/Ambassador Promotion

- **Action:** Tishara to send Jason information on a current student for student success story

Other

- **Action:** Improve efficiencies by increasing cap to 14; needs to be taken to Shared Governance