

Massage Therapy Sustainability Meeting  
November 19, 2010  
12:00 pm

Attendees: Norma Konschak, Scott Godfrey, Kent Hanson, Jason Trainer, Tishara Melcher

Absent: Eugene Klinke, Rocky Ammerman, Shannon Nelson

Curriculum

Advisory Committee

An advisory committee meeting is planned for the spring and curriculum changes will be discussed then.

Program Changes

Kinesiology needs to be taught at 90 hours. Kent will ask Justin Berry, PTA, to meet with Tishara and discuss if Kinesiology is taught in other program courses to total 90 hours.

Recruiting

Follow the recruiting plan.

Promotional Materials

Web page

Jason has asked instructors to send him 3 or 4 bullets that describe some good things about the program.

Google Ads

Tishara sent Jason words to use. Jason stated that we are working with Google, Yahoo and Bing. Jason is asking instructors to send words to use.

Videos/Photos

Traditional Advertising

Not completed - waiting for licensure

Student/Ambassador Promotion

Tishara sent Jason names of past students. Also, she will send him names of current students.

Other

Will bring the cap increase to 14 to the next SGC meeting. Until the program area can accommodate more than 12 students, they will use 12 as the capacity on the schedules.

Adjourned: 12:25 am