

FORM 6.2  
NEW PROGRAM/NEW PROGRAM OPTION  
INITIAL ASSESSMENT FORM

NOTE: Items 1 through 8 must be completed by the Originator prior to submission of this form to the College Curriculum Committee. Refer to page 22 in the Users Handbook for Curriculum Development for specific directions in completing this form.

1. Proposed program/program option title: Massage Therapy  
(Consult with the Registrar for the appropriateness of the new title.)
2. Proposed program/program option (curriculum) code: MST  
(Consult with the Registrar for the appropriateness of the new code.)
3. On a separate sheet summarize existing evidence that illustrates the need for this program/program option. Specify what is unique about the proposed program/program option that is not already addressed by other programs at OCC.
4. On a separate sheet fully describe the proposed program. Identify the intended student learning objectives that the proposed program/program will address.
5. State the specific College Strategic Direction or campus strategic objective that the proposed new program/new program option supports.

College Strategic Direction: Provide occupational and technical learning opportunities that improve employability

Campus Strategic Objective:

- Study future trends in order to anticipate and identify needs of students, business and industry and to design relevant programs and courses.
- Provide program and courses to prepare for careers.
- One of the programs listed in "New Program Report"

6. Indicate the total number of credits required to obtain a degree and/or certificate in the new program/new program option.  
62 cr. Degree  
30 cr. Certificate
7. What are the anticipated costs and revenues that the program/program option will incur?

	Annual Amount
a. Personnel (including faculty and staff support) No additional full time faculty, but would probably need coordinator (present faculty,) clinical instructor, adjunct faculty	<u>approx \$ 60,000.00</u>
b. Cost of facilities (space, equipment and other capital items) see attached	<u>approx 25,000.00</u>
c. On-going costs (software upgrades, training, supplies, etc.)	<u>approx 3,000.00</u>
d. Revenue (annual student credit hours times current per credit tuition rate) Revenue based on 20 students per semester:	
Fall 20 students x 12 credit hours	11,740.00
Winter 20 students x 12 credit hours	11,740.00
Spring 20 students x 6 credit hours	6,220.00
	<u>\$ 29,700.00</u>

8. Are there any active programs at OCC similar to the proposed new program/new program option?  
X No

## **PROGRAM JUSTIFICATION**

Americans are looking for medical alternatives to health care that are non-invasive and do not require medication. Massage therapy is one of the alternatives that many consumers are using and it has been reported to be the third most popular alternative therapy in 1990.<sup>1</sup> Many organizations have begun to research the effects of massage therapy and colleges are incorporating the treatment into their health programs. The National Institutes of Health created the Office of Alternative Medicine in 1992 to study the benefits of such alternative medicine as massage therapy. The Associated Bodywork and Massage Association (ABMA) cited additional massage therapy research being done by universities such as the University of Miami in Florida, Bastyr University in Washington, and the University of Maryland.<sup>2</sup> In addition, the ABMA notes that Harvard Medical School has incorporated a unit on massage therapy into their course, "Alternative Medicine: Implications for Clinical Practice and Research" and a course on massage therapy is also taught by Nebraska Wesleyan University. According to the American Massage Therapy Association (AMTA), 27 of approximately 120 medical schools in the U.S. offer courses in alternative medicine and even insurance companies are beginning to extend coverage on some plans to include alternative treatments such as massage.<sup>3</sup>

A variety of health-care settings are now using therapeutic massage as a modality in care of their clients and employees. A massage therapist can be found working for hospitals, doctors' offices, physical therapists, nursing homes, chiropractors and for worksite wellness programs. Leading nursing journals have published a number of research articles on the effect of therapeutic touch in helping

to relieve pain. Research has demonstrated that massage therapy helps in the treatment of cancer, fibromyalgia, infants addicted to cocaine and HIV exposure, arthritis, myocardial infarction, etc...<sup>4, 5, 6, 7, 8, 9</sup> Findings suggest that therapeutic touch is helpful as an intervention because it reduces anxiety, lowers stress hormones, and helps individuals relax.

According to AMTA, consumers spend between two to four billion dollars on visits to massage therapists.<sup>10</sup> By AMTA's estimate, this expenditure comes to approximately 26 percent of the 11.7 billion spent on alternative health care modalities. As indicated earlier, there are a variety of health settings in which a massage therapist can work, which include: private practice clinics and offices, health clubs, chiropractors' offices, nursing homes, spas, resorts, cruise ships, worksite wellness programs, and in their own homes. Local massage therapists who have been interviewed estimate that the cost of a one-hour massage averages between 40 and 55 dollars. The amount taken home by the massage therapist will vary, depending if he or she is an entrepreneur, contracts out through another facility, or works for an hourly wage. Massage therapists indicated that students have a variety of goals when they enter the program:

- to pursue a full-time profession,
- to pursue a part-time profession,
- to combine massage therapy with another profession or skill (e.g., nursing, exercise science) and/or,
- to use for personal satisfaction.

Massage therapy is currently offered at both Lansing Community College and Kirkland Community College. Both colleges indicated that they are very excited about the programs and that the programs are going well. Lansing Community College accepts 24 students both fall and winter semesters and Kirkland accepts 10 students.

Enclosed with the initial assessment form is a handout from the American Massage Therapy Association which gives data on *trends in complementary healthcare*. I believe it would be worth Oakland Community College's time to investigate the option of offering a massage therapy program.

## REFERENCES

1. Eisenberg, David, et al. "Unconventional Medicine in the United States." *The New England Journal of Medicine* 4 (1993): 246-283.
2. Associated Bodywork and Massage Professionals. "Industry Trends." *Successful Business Handbook*.
3. *Massage Therapy in the United States: Meeting the Growing Demands Among Consumers*. American Massage Therapy Association, Evanston, Illinois.
4. Bauer, Wendy, and Dracup, Kathleen. "Physiologic effects of back massage in patients with acute myocardial infarction." *Focus on Critical Care* 14 (1987): 42-46.
5. Davies, Sue and Riches, Lisa. "Healing touch?" *Nursing Times* 91 (1995): 42-43.
6. Field, Tiffany. "Massage therapy for infants and children." *Developmental and Behavioral Pediatrics* 16 (1995) 105-111.
7. Reed, Brian, and Held, Jean. "Effects of sequential connective tissue massage on autonomic nervous system of middle-aged and elderly adults." *Physical Therapy* 68 (1988): 1231-1234.
8. Waylonis, George, and Perkins, Robert. "Post-traumatic fibromyalgia." *American Journal of Physical Medicine and Rehabilitation* 73 (1994): 403-412.
9. Weinrich, Sally, and Weinrich, M. "The effect of massage on pain in cancer patients." *Applied Nursing Research* 3 (1990): 140-145.
10. *Massage Therapy in the United States: Meeting the Growing Demands Among Consumers*. American Massage Therapy Association, Evanston, Illinois.

UT	Dixie C	O	A	T
	Salt Lake Comm C		A	T
	Weber State U	O	A	
VT	Champlain C		A	T
	Johnson State C		A	
VA	Blue Ridge Comm C		A	
	Central Virginia Comm C	O	A	T
	Danville Comm C		A	T
	J Sargeant Reynolds Comm C		A	
	Lord Fairfax Comm C		A	T
	National Business C	O	A	
	Patrick Henry Comm C	O	A	
	Piedmont Virginia Comm C	O	A	
	Southside Virginia Comm C	O	A	
	Tidewater Comm C	O	A	
	Virginia Western Comm C		A	
	Wytheville Comm C		A	
VI	U of the Virgin Islands		A	
WA	Bellevue Comm C		A	
	Big Bend Comm C		A	
	Everett Comm C	O	A	T
	Hightline Comm C	O	A	T
	North Seattle Comm C	O	A	T
	Olympic C	O	A	
	Seattle Central Comm C	O	A	
	Wenatchee Valley Comm C	O	A	T
	Whatcom Comm C	O	A	
WV	Fairmont State C		A	
	Glennville State C		A	
	Huntington Jr C of Business		A	
	Shepherd C		A	
	West Virginia Inst of Tech		A	
WI	Blackhawk Tech C		A	
	Lakeshore Tech C	O	A	
	Madison Jr C of Business		A	
	Mid-State Tech C		A	
	Milwaukee Area Tech C	O	A	
	Southwest Wisconsin Tech C		A	
	Stratton C	O	A	
WY	Wisconsin Indianhead Tech C		A	
	Casper C		A	
	Central Wyoming C		A	T
	Eastern Wyoming C		A	
	Western Wyoming Comm C	O	A	T

**MANAGEMENT SCIENCE**

AK	Alaska Pacific U		A	
AZ	Paradise Valley Comm C	O	A	T
CA	Chaffey C	O	A	T
	Cuesta C		A	
	Grossmont C	O	A	T
	Mount San Jacinto C	O	A	T
	Southwestern C	O	A	T
FL	Fort Lauderdale C		A	
IN	Marian C		A	
MI	Henry Ford Comm C		A	
MO	Columbia C		A	T
NV	Western Nevada Comm C	O	A	
NJ	Caldwell C	O	A	
NM	Eastern New Mexico U, Roswell	O	A	T
OK	Connors State C		A	T
	Eastern Oklahoma State C	O	A	
	Oklahoma State U, Oklahoma City	O	A	
	Tulsa Jr C	O	A	
OR	Chemeketa Comm C		A	
PA	U of Pennsylvania		A	
RI	Johnson & Wales U		A	
WA	Hightline Comm C		A	T
WI	Southwest Wisconsin Tech C		A	
	Wisconsin Indianhead Tech C		A	

**MARINE/AQUATIC BIOLOGY**

CA	C of San Mateo			T
DC	U of the District of Columbia		A	
FL	Florida Keys Comm C		A	
	Gulf Coast Comm C		A	T
GA	Savannah State C		A	
ID	Ricks C		A	T
WA	Hightline Comm C		A	T

**MARINE MAINTENANCE & SHIP REPAIRER**

AK	U/Alaska Southeast		A	
CA	C of Oceanering	O	A	
FL	Florida Comm C, Jacksonville		O	
ID	North Idaho C		O	
LA	Louisville Tech Inst		O	
MS	Mississippi Gulf Coast Comm C		O	
NH	New Hampshire Tech C-Lacoria		O	A
NY	New England Inst of Tech		O	A
VA	Stagt Valley C		O	A
WA	Morane Park Tech C		O	
	Northeast Wisconsin Tech C		O	
	Wisconsin Indianhead Tech C		O	

**MARINE SCIENCE/MERCHANT**

<b>MARINE OFFICER</b>			
ME	Maine Maritime Academy		A
MI	Northwestern Michigan C	O	A
OR	Clatsop Comm C		A

**MARKETING MANAGEMENT & RESEARCH, OTHER**

CA	Golden Gate U		O	
IL	Prairie State C		A	T
	Wilbur Wright C		A	
IN	Indiana Wesleyan U		A	
MD	Anne Arundel Comm C		O	
MA	Newbury C		A	
MN	Minneapolis Comm C		O	T
NH	New Hampshire Tech C-Nashua		O	A
NJ	Thomas Edison State C		O	A
NY	Herkimer Co Comm C		O	A
	Orange Co Comm C		A	
	Parsons S of Design		A	
PA	Erie Business Ctr, Main		A	
	U of Pittsburgh, Bradford			T
PR	Bayamon Tech Univ C, U of Puerto Rico			A
SC	Horry-Georgetown Tech C		O	
TN	Northeast State Tech Comm C			T
WA	Edmonds Comm C		O	A
WI	Stratton C		A	

**MARKETING OPERATIONS/ MARKETING & DISTRIBUTION, OTHER**

AL	Comm C of the Air Force		A	
AK	Alaska Pacific U		A	
AZ	Paradise Valley Comm C		O	A
	Phoenix C		O	A
CA	Chabot C		O	A
	El Camino C		O	A
	Fresno City C		O	A
	Ohlone C		O	A
	Saddleback C		O	A
	Santa Barbara City C		O	A
CO	Northeastern Jr C		O	A
CT	Naugatuck Valley Comm Tech C		O	A
	Northwestern Connecticut Comm Tech C			A
GA	Gainesville C		A	
IL	C of Du Page		O	A
IA	Ellsworth Comm C		O	A
	Iowa Lakes Comm C		O	A
	Iowa Western Comm C, Council Bluffs		O	A
	Kirkwood Comm C		O	
	Western Iowa Tech Comm C		A	
KS	Donnelly C		O	A
MA	Middlesex Comm C		O	
MI	Baker C, Auburn Hills		O	A
MN	Wilmar Tech C		O	A
MS	Itawamba Comm C		A	
MO	State Fair Comm C		A	
NM	Southwestern Indian Polytechnic Inst		O	A
NY	Bryant & Stratton Business Inst, Albany		O	A
	Bryant & Stratton Business Inst, Syracuse		O	A
	Hudson Valley Comm C		O	A
NC	Chowan C		A	
OH	U of Akron		A	
UT	LDS Business C		A	
VA	J Sargeant Reynolds Comm C		A	
	Tidewater Comm C		O	A
WA	Spokane Comm C		A	
WI	Moraine Park Tech C		A	
	Northeast Wisconsin Tech C		A	

**MARKETING OPERATIONS TEACHER EDUCATION/MARKETING & DISTRIBUTION TEACHER EDUCATION (VOCATIONAL)**

FL	Gulf Coast Comm C		A	T
GA	Gainesville C		A	T
ID	Ricks C		A	
OH	Bowling Green State U-Firelands		O	T
PA	Temple U		O	

**MARKETING RESEARCH**

CA	Mira Costa C		O	A
OH	Bowling Green State U-Firelands		A	T
WA	Hightline Comm C		A	T

**MASON & TILE SETTER**

AL	Bishop State Comm C, Carver		O	
	Central Alabama Comm C		O	
	Chauncey Sparks State Tech C		O	
	Wallace Comm C, Selma		O	
	Ingram State Comm C		O	
	John M Patterson State Tech C		O	
	Lawson State Comm C		O	
	Reid State Tech C		O	
CA	Bakersfield C		O	A
	Palomar Comm C		O	A
CO	Red Rocks Comm C		O	
FL	Florida Comm C, Jacksonville		O	
GU	Guam Comm C		O	
IN	ITT Tech Inst, Indianapolis		O	
IA	Ellsworth Comm C		O	
KS	Hutchinson Comm C		O	A
ME	Northern Maine Tech C		O	
MI	Macomb Comm C		O	
	Wayne Co Comm C		O	
MS	Hinds Comm C		O	
	Pearl River Comm C		O	
NE	Northeast Comm C		O	
NV	Truckee Meadows Comm C		O	A
NM	U of New Mexico, Gallup		O	
NY	Mohawk Valley Comm C		O	
	SUNY C/Tech-Alfred			A
NC	Anson Comm C		O	
	Blue Ridge Comm C		O	
	Fayetteville Tech Comm C		O	
	Mayland Comm C		O	
	Pitt Comm C		O	
	Southwestern Comm C		O	
PA	Delaware Co Comm C		O	
	Thaddeus Stevens State S of Tech		O	
	Williamson Free S of Mechanical Trades		O	
SD	Sisseton-Wahpeton Comm C		O	A
VA	Piedmont Virginia Comm C		O	
WI	Wisconsin Indianhead Tech C		O	

**MASSAGE**

CA	Pacific C of Oriental Med		O	
MI	Kirtland Comm C		O	
	Lansing Comm C		O	
OH	Hocking C		O	

**MASS COMMUNICATIONS**

AL	UAB Walker C		A	T
CO	Lamar Comm C		A	T
FL	Hillsborough Comm C			T
	Pensacola Jr C			T
IL	Parkland C			T
	Triton C			T
IA	Grand View C		A	
	Iowa Central Comm C		A	
	Iowa Lakes Comm C		A	T
MI	Henry Ford Comm C		O	A
MN	Normandale Comm C			T
PA	Pennsylvania C of Technology		A	
TN	Southern C of Seventh-day Adventists		A	
UT	Dixie C		A	T

**MATERIALS ENGINEERING**

CA	Southwestern C		O	A	T
GA	Middle Georgia C			A	
NY	Erie Comm C, North			A	
OH	Hocking C			A	
UT	Salt Lake Comm C			A	T
	Southern Utah U			A	

**MATHEMATICAL STATISTICS**

FL	Daytona Beach Comm C			T	
IL	Illinois Central C			T	
PA	U of Pittsburgh, Greensburg			T	
	U of Pittsburgh, Johnstown			T	
	U of Pittsburgh, Pittsburgh		O		T
SC	North Greenville C			A	T
WA	Hightline Comm C			A	T
WY	Eastern Wyoming C			A	

**MATHEMATICS**

AL	Gadsden State Comm C			T	
	John C Calhoun State Comm C			A	T
	Northeast Alabama State Comm C			A	
	Shelton State Comm C			A	T
	Snead State Comm C			A	T
AZ	Arizona Western C			A	T
	Phoenix C			A	T
	Pima Comm C			A	T
AR	Central Baptist C			A	
CA	Bakersfield C			A	T
	Cabrillo C			A	T

## PROPOSED COURSE REQUIREMENTS FOR MASSAGE THERAPY

### MAJOR REQUIREMENTS

Introduction to Massage Therapy	2
Intermediate Massage Therapy	2
Structured Based Bodywork <small>(myofascial release and sports massage)</small>	4
Energy Based Bodywork <small>(Shiatsu, accupressure, etc...)</small>	4
Introduction to Clinical Operation & Business	2
Clinic I	2
Topics in Massage Therapy	4
Clinical II	4
Directed Study	2
Internship	<u>4</u>
	30

### REQUIRED SUPPORTIVE

BIO 163	4
EXL 203	3
EXL 204	3
or	
HEA 151	3
PER 130	2
PER 254	4
MED 110.3	<u>3</u>
	22
General Education Courses	10
(only 9 if take EXL 205, meets PE requirement)	—
Total hours required for program	62

## **OBJECTIVES**

The student will be able to describe the philosophy, history and trends in massage therapy.

The student will be able to demonstrate the basic techniques of gliding stroke, kneading, direct pressure, deep friction, joint mobilization, superficial warming techniques, percussion, compression, vibration, jostling, shaking and rocking.

The student will be able to describe characteristics of structural bodywork systems (e.g. sports massage, myofascial release, muscle energy techniques, etc...) and demonstrate application.

The student will be able to describe the characteristics of energy based bodywork (e.g. Shiatsu and accupressure) and demonstrate application.

The student will be able to describe the physical, financial, health and business requirements of a clinic operation.

The student will be able to describe common problems in the massage therapy profession and be able to give a verbal or written explanation of how he/she would respond to an issue or resolve a problem.

The student will be able to identify origins and insertions of designated muscles.

The student will be able to identify the biomechanical function(s) of designated muscles.

The student will be able to demonstrate proficiency in First Responder techniques.

The student will become proficient in CPR as demonstrated by becoming certified through the American Red Cross program.

The student will be able to describe the principles of stress management and demonstrate techniques to decrease stress.

The student will be able to describe the synergistic relationship between nutrition, exercise, stress management and massage therapy in the context of health promotion.

The student will log in 100 contact hours in massage therapy.

The student will be able to list various areas of employment for massage therapists and describe the professional qualifications necessary for each position.



## PROPOSED BUDGET

Converting a large classroom for lecture and lab (includes lighting and room dividers)	\$ 7,000.00
Massage Tables (\$250.00 x 12)	3,000.00
Massage Chair (\$150.00 x 2)	300.00
36 Sheets (\$120.65 per dozen x 3)	361.95
Towels (\$20.00 per dozen x 6)	120.00
Stereo system for lab	2,000.00
Books, A.V. Material, Tapes	3,000.00
Skeleton	1,799.00
Muscle Skeleton	3,795.00
Anatomical Charts	600.00
Miscellaneous Modality appliances	<u>1,000.00</u>
	\$ 22,975.95

Some of the cost would be determined by where the program would be located. For example, if it was in the science building, we would not have to purchase skeletons, etc... Alison Goshorn from Kirkland Community College estimated it would cost \$15,000.00.



OAKLAND  
COMMUNITY  
COLLEGE

COPY

Highland Lakes Campus  
7350 Cooley Lake Road, Waterford, MI 48327-4187

(810) 360-3000 Fax: (810) 360-3203

August 29, 1996

Ray A. West  
Post Office Box 1560  
Royal Oak, Michigan 48068

Dear Ray:

Thank you for sharing your expertise about massage therapy with me. I was delighted to meet you, especially after our telephone conversations, and your enthusiasm about the importance of therapeutic massage was contagious.

I will keep in touch with you and let you know how things are progressing. I look forward to talking with you again.

Ray, it has been very hectic in our office because it is the beginning of the semester. I hope to get your material copied and sent back to you next week.

Sincerely,

Vicki Kloosterhouse, Coordinator  
Exercise Science and Technology

VLK/dar



OAKLAND  
COMMUNITY  
COLLEGE

copy

Highland Lakes Campus  
7350 Cooley Lake Road, Waterford, MI 48327-4187

(810) 360 3000 Fax:(810) 360-3203

August 29, 1996

Marianne Nardini  
19141 Henry  
Melvindale, Michigan 48122

Dear Marianne:

Thank you for sharing your expertise about massage therapy with me. I was delighted to meet you, especially after our telephone conversations, and your enthusiasm about the importance of therapeutic massage was contagious.

I will keep in touch with you and let you know how things are progressing. I look forward to talking with you again.

Sincerely,

Vicki Kloosterhouse, Coordinator  
Exercise Science and Technology

VLK/dar

## AMERICAN MASSAGE THERAPY ASSOCIATION CHAPTER REFERRAL LIST

AL	Debra Baxter Swaney	2116 Rocky Ridge Rd., Ste.100	Hoover, AL 35216	205-979-7763
AK	Grant Gibbs, Pres.	PO Box 798	Girwood, AK 99587	907-783-2127
AZ	Garnet Adair	2984 E. Fort Lowell	Tucson, AZ 85716	520-887-8819
AR	Ellen T. May	215 Ila Street	Fayetteville, AR 72701	501-521-2353
CA	Celenia Rettger	2438 Shannon Lane	Walnut Creek, CA 94598	510-939-2682
CA	*CA Residents Only			800-696-2682
CO	Peggy Butler	7104 Quay Circle	Aurora, CO 80003	303-825-1521
CT	Kathleen Crewdson	147 Virginia Lane	Tolland, CT 06084	203-870-8451
DC	Lynn Westall	3800 Connecticut Ave., NW	Washington, DC 20008	202-234-9479
DE	Joseph Graham	39 Welsh Tract Rd.	Newark, DE 19713	302-738-0419
FL	Nancy Vail	6349 Salado Rd..	St. Augustine, FL 32086	904-471-8720
GA	CHAPTER OFFICE	PO Box 76704	Atlanta, GA 30328	770-642-3252
HI	Barbara Hudgins	215 N. Kalaheo Ave.	Kailua, HI 96825	808-263-4502
ID	Janet Moore	1810 Syringa	Pocatello, ID 83201	208-233-2606
IL	CHAPTER OFFICE	PO Box 2463	LaGrange, IL 60525	708-354-2682
IN	LuAnn Williams	6510 Piccadilly	Muncie, IN 47303	317-284-3164
IA	Cathy Corbin-Fraker	932 Main St.	Grinnell, IA 50112-2048	515-236-3187
KS	John Schmidt	218 W. 15th St., N	Wichita, KS 67203-2610	316-262-2724
KY	Glenn Leiby	9608 Brownstown Road	Henryville, IN 47126	812-294-4789
LA	George King	PO Box 1125	Baton Rouge, LA 70821	504-924-3240
ME	Cherie Howard	205 Libby Road	Pownal, ME 04069	207-688-4777
MD	Harvey Heyman	3918 Zurich Rd.	Randallstown, MD 21133	410-655-2834
MA	CHAPTER OFFICE	110 Erdman Way	Leominster, MA 01453	508-534-8888
MI	Mary Wolf	142 South St., #3	Chelsea, MI 48118	313-475-6778
MN	Lisa Parnell	8605 Barton Ave.,NW	Buffalo, MN 55313	612-295-2252
MS	Wendy Marsh	1015 Foote St.	Corinth, MS 38834	601-239-5918
MO	Carol Ann Schein	PO Box 901	Osage Beach, MO 65005	314-392-1104
MT	Donna Lloyd-Jones	PO Box 1	Ennis, MT 59729	406-682-4676
NE	"BJ" Dennis	5555 SW 112th St.	Denton, NE 68339	402-477-7111
NV	Kathleen Miller	505 S. Arlington, Ste. 208	Reno, NV 89509	702-786-9499
NH	Clifford Korn	8 Tokanel Road	Windham, NH 03087	603-894-6402
NJ	Laura Silwones	8 Nola Rd..	Gillette, NJ 07933	908-647-1497
NM	Lynne Post	PO Box 1946	Las Cruces, NM 88004	505-526-1907
NY	CHAPTER OFFICE	152 Wellwood Ave., Ste. 5	Lindenhurst, NY 11757	516-226-6206
NC	Theresa Garr	3516 Vest Mill Rd., #1	Winston-Salem, NC 27103	910-760-5050
ND	Karen Wojahn	PO Box 218	Beach, ND 58621	701-872-4865
OH	Alana Haberman	7652 Saw Mill Rd., #316	Dublin, OH 43016-9551	614-792-8255
OH	* OH Residents Only			800-281-6548
OK	Debra Ione Smith	2636 NW 31st	Oklahoma, OK 73112	405-943-6281
OR	CHAPTER OFFICE	PO Box 1866	Beaverton, OR 97075-1866	503-274-9297
PA	Mary Perini	709 Penn Ave.	West Reading, PA 19611	610-378-9870
RI	Suzanne Montmarquette	30 Haven St.	Warwick, RI 02886	401-737-2657
SC	Carolyn Talle y	20 Mills Ave.	Greenville, SC 29605	864-370-3325
SD	Patricia Weller	10001 High Meadows Dr.	Black Hawk, SD 57718	605-348-6942
TN	Allan Gilbreath	2887 S. Mendenhall Rd..	Memphis, TN 38115	901-362-8299
TX	Mary Beth Packard	1 Summit Ave.,Ste. 505	Ft. Worth, TX 76102	817-377-4823
UT	Don Trottier	1076 Sharon Ct.	Ogden , UT 84404	801-393-9604
VT	Susan Hollister	PO Box 19	Hyde Park, VT 05655	802-253-6819
VA	Brenda Griffith, Pres.	10231 Mapleston Lane	Richmond, VA 23235	804-272-1015
VI	Debra Aronstein	PO Box 3863	St. Croix, VI 00820	809-778-0252
WA	CHAPTER VOICE MAIL			206-789-7545
WV	Linda Sodaro	1413 Martha Rd..	S. Charleston, WV 25303	304-744-8959
WI	CHAPTER OFFICE	7545 N. Port Washington Rd..	Glendale, WI 53217	414-540-0700
WI	* WI Residents Only			800-482-2682
WY	Michael Siek	426 S. Jefferson	Casper, WY 82601	307-265-0856

\*\* International Membership Inquiries are handled by:

AMTA National Office 820 Davis Street, Suite 100, Evanston, IL 60201-4444

Updated 8/30/96 ml



**#5 CO OR PREREQUISITE**

MST 100 Massage Therapy	BIO 163, BIO 164 A firm understanding of human anatomy, structure and function, is necessary for the massage therapy student to comprehend the terminology introduced into this course.
MST 130 Alternative Approaches To Massage Therapy	MST 100 Skills, techniques, and terminology covered in this pre-requisite are necessary for the student to understand techniques used in this course.
MST 135 Intermediate Applications To Massage Therapy	Co-requisite MST 100 Information from this course is interrelated and necessary to establish an appropriate base for this course.
MST 200 Massage Therapy & Special Populations	Successful completions with C or better in all above mentioned Massage Therapy courses.
MST 225 Advanced Techniques	MST 200 Successful completion with C or better in MST 200. Information from these courses are necessary to establish an appropriate base on which to build the advanced technique courses.
MST 230 Clinical Lab	Successful completion with C or better in all courses through MST 225. Students will be expected to properly demonstrate and incorporate all basic skills and techniques learned in the other massage therapy courses.
MST 235 Externship in Massage	Pre-requisites: BIO 163, BIO 164 Co-requisites: MST 100, MST 135 The student must obtain sufficient information and training to effectively and safely treat their clients.

#6

The courses listed on the Initial Assessment Form were only examples of courses which could be offered in the program and were not intended to be used as the final course offerings. Since the initial assessment, we have had the opportunity to talk to over 100 massage therapists and have conducted focus groups with 12 massage therapists, all of which come from very diverse backgrounds. In addition, an intern, Janine McKay, is working with us to help develop the program. Janine is a massage therapist, a former student in the Exercise Science Program, and is completing her Bachelors in Health Management. An interdisciplinary committee also has been formed to help advise and direct the development of the program. The committee includes Ruth Grass, counseling; Martha Kuzak, nursing; Sandy Langeland, psychology/counseling, and Kerry Smith, science.

Based on the above input, we have:

- Changed course names and descriptions and have written course objectives;
- Added additional courses for certification - BIO 164, Human Anatomy & Physiology, BUS 121, Starting and Operating A Small Business, and ENG 135, Business Communications, English requirement modified by Campus Curriculum Committee and changed to ENG 151;
- Removed from required supportive courses, PER 254 because the accreditation standards only require CPR and minimal first aid. The student will be required, during the program, to complete certification on own and provide documentation of completion;
- Removed PER 130 because needed more in-depth content, which focuses on how to teach behavioral and stress management techniques to others as well as incorporate into own lifestyle;
- Included required supportive course for the associate degree; and
- Proposed to grant a block of 22 hours (applicable to massage therapy only) to students who have completed training provided by an accredited massage therapy trade school, but would like to obtain an associate degree.

For additional information, you may wish to refer to the enclosed minutes from our focus group meeting on August 18, 1997, and October 13, 1997.

# Massage Therapy Highland Lakes

## Associate in Applied Science

### Major Requirements Credits

MST 100*	Introduction To Massage Therapy . . . . .	3
MST 130*	Alternative Approaches to Massage Therapy . . .	2
MST 135*	Intermediate Application to Massage Therapy . . .	4
MST 200*	Massage Therapy Special Populations . . . . .	4
MST 225*	Advanced Techniques . . . . .	4
MST 230*	Clinical Lab . . . . .	1
MST 235*	Student Externship . . . . .	4

### Required Supportive Courses

BIO 163*	Human Anatomy and Physiology I . . . . .	4
BIO 164*	Human Anatomy and Physiology II . . . . .	4
BUS 121*	Starting and Operating A Small Business . . . . .	3
ENG 151 <sup>1*</sup> ★	Composition I . . . . .	3
EXL 203.1*	Kinesiology . . . . .	3
EXL 205★	Diet And Exercise . . . . .	3
	or	
HEA 151	Nutrition . . . . .	3
MED 110.3*	Medical Terminology . . . . .	3
MST 145*	Bio Behavioral Management . . . . .	2
PSY 251★	Introduction to Psychology . . . . .	3

### General Education Requirements

See graduation requirements for an Associate in Applied Science Degree on Pages .

The Massage Therapy program is designed to prepare an individual in the field of soft tissue manipulation and is taught from a clinical perspective. It offers the opportunity to obtain a certificate or an Associate Degree in Applied Science. The certificate is granted after the successful completion of 44 hours of designated course work. The Associate Degree is a 62 hour program which requires completion of all of major and required supportive courses as well as the general education requirements. All students completing the certificate and/or the Associate Degree will experience a total of 365 hours of hands-on experience. A total of up to 22 credits may be granted to a student who holds a certificate in a 500 hour state licensed massage therapy program and would like to obtain an associate degree (applicable to Massage Therapy only). The amount of credits a person may be granted will be determined on an individual basis.

Massage therapy may be employed in private practice or a variety of health care settings. Successful completion of the certificate or the associate degree readies the individual to set for national certification testing through the National Certification Board for Therapeutic Massage and Body Work.

#### Program Admissions Procedures:

Admission to the college does not include admission to the Massage Therapy Program. To enter the program students must complete the requirements as outlined in the Program Admissions Form. To obtain the form or get further information, contact the Counseling Center. Massage Therapy courses involving clinical experiences are offered only at the Highland Lakes Campus.

<sup>1</sup>ENG 211 or ENG 221 may be substituted.  
★General Education courses listed as Required Supportive may be used to meet requirements of the General Education component.  
\*When all courses marked with an asterisk are completed, the student may apply for a Certificate.



## MASSAGE THERAPY PROGRAM CURRICULUM

### MAJOR REQUIREMENTS

#### MST 100 Introduction to Massage Therapy

This course offers a basic overview of massage therapy. Topics covered include the history and theory of massage therapy, basic techniques, terminology, and contraindications to massage therapy. Also discussed will be proper body mechanics, self-care and injuries related to the massage therapist, proper draping techniques, and professional ethics.

Pre-requisite: BIO 163, BIO 164

Credits: 3

Hours: 30 lecture hours

30 lab hours

#### MST 130 Alternative Approaches to Massage Therapy

This course will offer alternative topics to the clinical study of massage therapy such as shiatsu, acupressure, reflexology, and additional modalities. References to other alternative approaches will be explained as well as implementation of a referral base to these alternative approaches. This course will focus on how these modalities, combined with clinical approaches, can help to facilitate the client's ability in achieving better health. Laboratory sessions will provide the student with practical experience.

Pre-requisite: MST 100

Credits: 2

Hours: 15 lecture hours

30 lab hours

### **MST 135 Intermediate Applications to Massage Therapy**

This course will cover structural-based body work techniques such as trigger point, myofascial release, and deep tissue and connective tissue modalities. Also discussed and demonstrated will be joint mobilization (R.O.M.- Range of Motion) and therapeutic stretching techniques. This course will focus on the dynamics of this body work and its effects on the body. Laboratory sessions will provide hands-on experience for each modality.

Co-requisite: MST 100

Credits: 4

Hours: 30 lecture hours

60 lab hours

### **MST 145 Bio-Behavioral Management**

This course will look at the mind/body connection and how it influences health. It will cover the biopsychosocial model and will train students in how to teach relaxation and stress management techniques to clients.

Credits: 2

Hours: 30 lecture hours

### **MST 200 Massage Therapy/ Special Populations**

This course will focus on the diversity of clientele the practitioner may encounter during his/her career as a massage therapist. Discussion and demonstration will cover massage therapy applications related to the elderly, infants and children, pregnancy, athletes and sports massage, psychological disorders, corporate massage, those with chronic physical disorders, and the terminally ill. Special techniques will be addressed for all subjects. Laboratory sessions will provide the students with hands-on experience for each application.

Pre-requisite: Successful completion with 'C' or better in program courses through MST 135.

Credits: 4

Hours: 30 lecture hours

60 lab hours

### MST 225 Advanced Techniques

This course will focus on specific areas of the body that may exhibit chronic muscular dysfunction. Course work will cover therapeutic techniques to treat lumbar, neck, and shoulder pain, TMJ (temporomandibular joint) disorders, and muscular imbalances. Therapies such as heat and cold applications, PNF (Proprioceptive Neuromuscular Facilitation), muscle isolations, and neuromuscular modalities will be implemented into this course. Laboratory sessions will provide hands-on experience for each technique.

Pre-requisite: Successful completion with 'C' or better in program courses through MST 200.

Credits: 4

Hours: 45 lecture hours  
30 lab hours

### MST 230 Clinical Lab

This course will all the student to become acclimated to the work routine of the massage therapist. Regularly scheduled appointments at the O.C.C. clinic site will provide hands-on experience along with providing the practical business experience necessary to become a successful massage therapist. The student will have (2) one hour sessions scheduled each week at this sight.

Pre-requisite: Successful completion with 'C' or better in program courses through MST 225.

Credits: 1

Hours: 30 lab hours

## MST 235 STUDENT EXTERNSHIP

This course is designed to provide the student with 125 hours of practical experience. The student will accumulate a required 100 hours of hands-on massage work at sites and clientele of their choice. The remaining 25 hours will be accumulated at pre-arranged supervised off-campus locations such as hospitals, chiropractic offices, physical therapy clinics, nursing homes, corporate business locations, and athletic events. This course will span 37 ½ weeks. The 100 hours will begin during the mid-Fall semester. Completion of actual course work will be at the end of the following Spring semester.

Pre-requisite: BIO 163, BIO 164

Co-requisite: MST 100 , MST 135

Credits: 4

Hours: 125

**To:** Curriculum Committee  
**CC:** Vicki Kloosterhouse  
**From:** Kristen Vogt & Leon Hill, Office of Institutional Planning and Analysis  
**Date:** May 19, 1997  
**Re:** Massage Therapy Needs Assessment

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Enclosed is the result of your request for a needs assessment of a proposed Massage Therapy program at OCC. The needs assessment determined that careers in massage therapy are increasing in number and as a profession and that there is interest among employers and students for OCC to provide a training program. There is some concern about a community college being the most appropriate place for this training, however.

If you have any questions when you review the needs assessment., please contact either Leon Hill or I at Planning and Analysis at 7746. Thank you.

Men vs female  
- non female

Which Association Best To Deal With?

American Massage Therapy Association

or

Associated Bodywork and Massage Professionals

How many students are normally accepted into a program at one time?

What if we kept our numbers limited? Are schools in the area already turning out too many students?

12 - 20 (even # to work on one another)

HCC 300-350 a year

2 Ann Arbor  
1 Lansing  
1 Southfield

Not too many for the program

What would be the cost for establishing such a program?

- equipment needed
- tables needed
- computer programs
- supplies, etc. . .

\$ 45000 min.

Massage table - for every 2 students

Clinic provide

Tape recorders, tapes

Softer lighting - Halogen lighting

Videos - there are a lot

Books

Privacy - soundproof - rooms

Skeletons

Charts

Hot packs

Cryotherapy

Students:

twin size sheets: fitted  
etc

towel

cream

Even for clinic

**Do you think it is a feasible and a good idea for a community college to offer a certification in therapeutic massage? Why or why not? Would it give any more credence to such a program if it came out of the allied health department at a community college?**

More validation

Kirtland Com. College  
Lansing Community College

Oregon  
Canada wide spread - especially British Columbia

**What evidence is there that illustrates the need for a therapeutic massage program? What jobs could they get? What is the income?**

- it could be an additional certification for other majors, who would already have the required supportive courses, and would like to add therapeutic massage to their portfolio.  
e.g. nurses, exercise science students, etc. . .
- massage therapist are being used by D.O., physical therapist, worksites, own businesses, nurses are using in hospital setting, etc. . .

\$40 - \$55 - Own their own business

Initiated at U.C.M. clin pathologist - worksite  
Working in hospitals  
Potential P.T. + Nurses } can utilize + make money - step 5-6

**If we would get this program up and running in the next two years, would you be interested in teaching any of the therapeutic massage courses? Do you know of anyone who would?**

yes

**Do you think it would be a better idea for us to try to tie into an already established massage therapy school?**

Sandra Fritz

RHAs



Vicki 3018  
FAX 3152

MSA

**MASSAGE THERAPY NEEDS ASSESSMENT  
LIST OF CONTACTS**

i:\need\contacts.doc

**Employers**

Pete Gabel 810 851 4213 / 810 851 3700 (American Therapeutic Massage in Farm. Hills)  
employer contact  
supports possible OCC program  
has contacts  
Mabel Sharpe (W) 810 356 4509 / (H) 313 836 7392  
Physical Therapist that hires MTs

**Massage Therapists in Area**

Janine McKay 810 852 4213  
was ex.sci. student  
works as MT for Lions  
Mary DeRidder 810 294 0453  
was ex.sci. student  
works for EDS  
Marissa Black 810 227 2469  
was Vicki's MT  
works for company in Ann Arbor  
Marianne Nardini (W) 810 851 3700 / (H) 313 381 3419 \*Vicki met with  
works as MT for American Therapeutic Massage and Dr. Goldman  
Ray West (W) 810 868 4111 / (H) 810 584 1893 \* Vicki met with  
was and Engineer, switched to MT, now teaches as well.  
good contact about men in MT  
Bonnie Hester (W) 810 982 2285  
R.N. & MT  
works for Therapeutic Alternative 5312 Lapeer Road Kimble MI 48074

**Other Schools with Massage Therapy Programs**

Mary Anne Cleary 517 483 1410  
Lansing CC  
Alison Goshorn  
Kirtland CC (general) (517) 275 5121  
AMTA accredited in MI: Health Enrichment Center, Inc.  
1820 N. Lapeer Rd.  
Lapeer MI 48446-7771  
810 667 9453, fax: 810 667 4095  
Irene's Myomassology Institute, Inc.  
810 569 HAND  
18911 Ten Mile #200 Southfield MI 48075  
Oregon School of Massage  
9500 SW Barbur Blvd, Suite 100 Portland OR 97219  
503 244 3420 / 1 800 844 3420  
Kikkawa College  
416 762 4857  
1 Riverview Gardens Toronto Ontario M6S 4E4  
Siena Heights College  
24901 Northwestern HWY, Suite 202 Southfield MI 48075  
800 799 5490 / 800 787 7784 / fax: 810 799 5491

**Other Sources of Information**

University of Miami, Institute of Touch Research (?)

Jane Detrie

head of nursing dept (~~at CCC?~~) is interested in working with Vicki in  
creating curriculum for MT program 3117

American Massage Therapy Association

Michigan Chapter Referral:

Mary Wolf 142 South St #3 Chelsea MI 48118

313 475 6778

Michigan Chapter Membership Chair:

Julie B. Wineman 31026 Beachwalk Dr. #1402 Novi MI 48377

810 960 0959

Associated Bodywork and Massage Professionals

1 800 8 MASSAGE

303 674 8478

International Myomassethics Federation

1 800 433 4462

Post-it™ Fax Note	7671	Date	1/29/97	# of pages ▶	10
To	Vicki Kloosterhouse	From	K. Vogt		
Co./Dept.	Ex. Sci & Tech	Co.	Planning & Anal		
Phone #		Phone #	6305		
Fax #	3152	Fax #	7544		

January 29, 1997

Vicki:

Here are drafts of the two surveys. We would really appreciate any comments, additions, deletions, or questions you have.

Specifically, we have a few questions of you that will influence the surveys:

#### Employer Survey

- 1) Suggestions about which types of employers to contact.
- 11) What do you see as the range for educational qualifications? is the 500 hours option important to include?
- 13) Again, what is the range? Do you think employers would be more inclined to quote experience in terms of hours or months/years?
- 17 & 18) Please give input on these two. Currently they are comprehensive lists taken from the literature. However, they should be shortened and consolidated (in the interest of time). Also, is anything missing?
- 21b) Are all these options feasible?
- 22) Is it necessary to ask this of employers? It's been included in previous needs assessments, but if it's not essential, then it doesn't need to be a part of this survey.

#### Student Survey

- 1) Which students should we include in the survey?
- 5) Do you want to know about student interest in taking a core set of massage therapy courses in conjunction with students' programs in other areas? If yes, would it be helpful to know which courses the students are interested in?
- 8b) Which Bachelor degree level programs would students of an OCC massage therapy program be qualified to enter? I recall a comment you made about working with Siena Heights college... Should we ask students if they are interested in transferring to Siena Heights in particular or to a four year program in general, or should we ask both questions?
- 9) Are all of these options possible for OCC scheduling purposes? Is this something you need to know?

Are there any questions on either survey you would like to add? Are there any topics that have been overlooked?

Please don't hesitate to call us (Kristen--6305; Leon--3442). Our fax number is 7544.

Thank you for looking over these surveys. We appreciate any help and advice you can offer.

Kristen Vogt  
Leon Hill

## Massage Therapy

This is a new proposed program suggested by Vicki Kloosterhouse.

**Career Path:** Massage therapists have the opportunity to work in a variety of settings. For example, hospitals, physical therapists, f or chiropractors, health spas, worksite wellness programs, and nursing homes. Long term career opportunities depend on whether or not the massage therapist is an entrepreneur.

**Occupational Growth:** There is a growing trend in alternative medicine. Consumers are spending large amounts of money on visits to massage therapists. In addition, several insurance companies are beginning to implement massage therapy and medical alternative coverage. Occupational growth in the area of massage therapy is expected to rise.

**Wage/Salary:** The average cost of a one-hour massage ranges between \$40.00 and \$55.00. However, the actual amount of money that a therapist can make depends on where or for whom he/she works; whether they are self-employed, contract employees, or working for an hourly wage.

**Similar Programs (internal):** Massage therapy is a program that could enhance other occupations. For example, it complements Nursing, Exercise Science and Technology, and Mental Health.

**Similar Programs (external):** Both Kirtland Community College and Lansing Community College offer massage therapy programs. Both of these programs are very similar to the proposed OCC massage therapy program. In southeastern Michigan there are a few massage therapy programs that are not in a college: Irene's in Southfield, the Health Enrichment Center in Lapeer, and there is a program in Ann Arbor.

**Certification (student):** Students do not have to be certified for employment, and Michigan does not have a Massage Therapy Certification Test. However, 29 states do certify massage therapists.

**Accreditation (program):** The massage therapy program would have to be accredited by the American Massage Therapy Association.

**Transferability:** Sienna Heights College accepts transfer students from other programs.

**Target Population:** This program is geared toward individuals who are interested in a career as a massage therapist in addition to those in related fields who would be interested in enhancing their current career (i.e., mental health, nursing, exercise and science technology).

Dr. Nimes (MD, Ph.D.)  
Professor at University of Florida, Gainesville  
Was Dean of Medical School until last August  
Pediatrician and Pharmacologist

Notes from talking to him on January 13, 1997.

Hospitals are starting to soften about the use of massage and touch therapy.  
There is a distinction b/t the two because touch therapy can be used without actually touching the body.

Some of the managed care plans are beginning to pay for massage therapy prescribed by doctors.

He believes it is hard to tell where massage therapy is going to go but does believe it will have a future. Will be used in medicine as an ancillary approach to health.

He quit as dean of the medical school and is now using his time to pursue or lay the groundwork of blending together traditional medicine and alternative approaches such as massage therapy.

At their medical school they offer doctors and nurses massage therapy as part of a wellness program. The nurses have bought into it more than the doctors.

He agreed that it would be nice for people studying massage therapy to have college credits. He also agrees that offering it at a college would raise the profession to a higher level, especially if we deal with some of the misconceptions that massage therapist have. A concern was the number of massage therapist.

Some of the psychoanalysis in Florida are complaining that massage therapist are trying to do their jobs.

In the 1930s doctors played the role of healers - did not have sophisticated techniques have now in Western medicine.

He is doing some research, but not sophisticated enough yet to share with the public.

Suggested that we get in touch with University of Miami - Institute of Touch Research.

305 284 2211