

*Unit Planning for Instruction, Student Services & CEWD*  
***Division: Continuing Education & Extended Learning***

**INITIATIVE NARRATIVE**  
**FOR 2007-08 Implementation (pending funding approval)**

*Each initiative is linked to the needs identified through Section III and/or from the 2007-2008 unit plans. Note that each division will submit only the top initiatives, comparable to the funding you've received in past years, and divisions are empowered to use their division-approved processes for selecting top priorities. When proposing an initiative(s), use the following structure for each initiative proposed:*

**Division Priority: 1**

*Please adhere to Approved List of Divisions for prioritization.*

**Initiative Title: Massage Therapy Program Expansion**

*Definition: An initiative is a set of planned actions to produce a desired outcome. Each planned action may be a line item.*

**1. How is the initiative linked to your 2007-2008 unit plans or Plans for Budget Development? What program level outcomes do you expect to achieve?**

This initiative aligns with the 2007-08 unit plan which outlines increases in career technical training and continuing education for the incumbent workforce. As a result of this initiative, we expect to achieve a 15% increase in reimbursable FTE and program revenue from the XLMT category of courses.

**2. Describe the initiative**

- *How does this initiative align with the college priorities?*

New and expanded instructional offerings in Massage Therapy will meet community needs for continuing education and CEUs, aligning with the following strategic direction:

- position Lane as a vital community partner by empowering a learning workforce in a changing economy.

The FTE generating aspect of this initiative aligns with the following strategic direction:

- achieve and sustain financial stability.

- *What will the product, innovation, or change of this initiative be? Please be as specific as possible.*

This initiative represents a change in the focus of the program, from one primarily designed to prepare for successful certification exams and entry into the workforce, to a program that sustains this while increasing post-certification instruction for those in the current workforce.

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- *Given college resources, is it feasible? Is it an efficient use of college resources?*  
We are confident that this initiative is possible within the current fiscal environment. Since FTE generated by CE is among the most cost effective among college units, we submit that this is an efficient use of college resources.
- *What would be the campus location of this request/project?*  
This initiative will utilize spaces currently in use by other departments at the DTC and possibly clinical spaces provided by employers in the community. As the college facilitates long range planning for a new Family and Health Careers building, it is possible that the LMT program may further expand into some of these newly created spaces, but we do not anticipate space utilization needs at the main campus during the scope of this unit plan.
- *How many students (per year) will benefit? How will students benefit?*  
For 2007-08, we anticipate that an additional 150 students per year will directly benefit, with an increase of approximately 14 reimbursable FTE. Students will benefit by a more accessible range of courses, an expanded ability to access lab facilities, and greater access to post-certification instruction

**3. Describe the resources needed**

*Provide a brief description and \$\$ total here, in addition to including the Initiative Spreadsheet with this chapter. Please be specific about the actual equipment/resource that you need. Resources should be listed as line items and should be **prioritized by division**. The **line items** may be pulled out of separate initiatives and put in priority order.*

Resources are needed for room repurposing, new curriculum development, and lab equipment for a newly created massage therapy lab at the Downtown Center.

- Lab equipment = \$3,600
- 300 hrs Curriculum Development ( 6 courses @ 25 hrs per course) = \$11,000

**4. List the possible funding sources**

- Curriculum Development Funds
- Carl Perkins Act
- ICP revenue

- *Can this project be partially funded?*  
Yes.

- *If so, what portion could be funded at what minimum cost?*

The required lab equipment could be funded for approximately \$3,600.

If the funding source is Carl Perkins:

- How does the request meet one or two of the Carl Perkins act goals?  
Student Skills Goal

This initiative will improve technical skills of students by providing opportunity for those students to learn how to provide additional therapeutic treatments of a

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type that they will be expected to provide by their future employers or in a private practice.

**Work-based Learning Goal**

Students will be trained in techniques and using materials and supplies similar to what they will work with when employed. Employers are seeking employees with knowledge and training that aligns with current industry practices.

**Effect on Profession Technical Education Student Success**

Students will gain industry specified skills and required continuing education units (CEUs) which promote sustainable employment and career advancement.

**5. Provide ORG & PROG codes**

420610-122000

**6. Do you have an active advisory committee that meets 2-3 times per year? What are your advisory committee plans for the coming year?**

The program addressed in this initiative does not have an external advisory committee at this time. Many of the features and benefits of an advisory committee are provided to this program through our instructors, all of whom work in the industry and some of whom meet regularly with or serve on the state board.