



1. Catalog description of the program (program goals and objective)

De Anza College's Massage Therapy program is dedicated to helping students prepare for career opportunities in this growing allied health career field. The program is based upon a medical model, whereby students learn fundamental concepts of human anatomy, physiology, and kinesiology, in addition to theoretical concepts and applied massage practices. In order to expose students to the breadth of massage techniques, the Massage Therapy program includes courses in multiple massage modalities: including sports massage, shiatsu, and chair massage. De Anza's Massage Therapy program includes Certificate of Achievement and A.A. degree options depending upon students' professional background, previous education, and career goals. While most graduates from the Massage Therapy program intend to enter the workforce directly, many students plan to pursue additional education towards careers occupational therapists, physical therapists, athletic trainers, and chiropractors. De Anza's Massage Therapy program has articulation agreements with the Kinesiology program at San Jose State University to help students further these goals. Program instructors come from a variety of professional backgrounds, including adapted physical education experts, physical therapists, chiropractors, and acupuncturists and traditional Chinese medicine practitioners. All instructors incorporate massage among their treatment modalities.

De Anza College's Massage Therapy program stands at the forefront among those offered by other community colleges. Students in De Anza's Massage Therapy program benefit from a comprehensive curriculum that incorporates best practices in the field. The Massage Therapy program is a member of American Massage Therapy Association's Council of Schools. The program director is very active in several professional organizations including the American Massage Therapy Association and Associated Bodywork and Massage Professionals. He is a strong proponent for raising professional and ethics standards in the field, including extensive committee work towards developing state certification of massage therapists in California. As a

result of this work, there are now two professional certification designations in California: Certified Massage Therapist and Certified Massage Practitioner.

2. Certificate and degree programs offered (title and units)

Certificate of Achievement – **Massage Therapy** – 25.5 units
Certificate of Achievement-Advanced – **Massage Therapy** – 44.5 units
A.A. Degree – **Massage Therapy** – 52 units plus General Education

3. Program-level Student Learning Outcomes

4. Data on certificate and degree awards for previous year (2009-10)

<u>Certificates of Achievement</u>	Massage Therapy – 11
<u>Certificates of Achievement-Advanced</u> <i>formerly Certificates of Proficiency</i>	Massage Therapy – 2
<u>Associate in Arts degrees</u>	Massage Therapy – 5

5. Regional and State Labor Market Data

Employment opportunities for Massage Therapy program graduates exist in a variety of settings. While many massage therapists may work as self-employed practitioners, others will seek employment in chiropractors and physical therapists' offices. There are also a growing number of opportunities for massage therapists outside of the healthcare setting in athletic clubs and spas. Individuals with a background and credentials in a closely affiliated field can parlay a certificate in Massage Therapy to additional opportunities. According to the California Employment Development Department's Labor Market Information data for the San Jose-Sunnyvale-Santa Clara MSA, there are projected to be 20 combined annual openings for the period 2006-2016 for massage therapists with a steady growth rate of 7.5%. The demand for massage therapists around California is projected to continue to grow with 530 total annual openings projected for the period 2008-2018 at a growth rate of 13%.

It should be noted that many massage therapists are self-employed, so official labor market projections do not fully reflect the actual number of openings. Since Senate Bill 731 was chaptered into the California Code of Regulations in 2008, there are now professional

certifications that massage therapists can apply for: Certified Massage Therapist (CMT) and Certified Massage Practitioner (CMP). With the increasing professionalization of the field, it is anticipated that the number of employment opportunities for massage therapist as members of the allied health team will continue to grow.

6. Areas for new course and/or program development

7. Recommendations of Advisory Committee (retain or delete program)