

MPC Program Review: Massage Therapy

APRIL 22, 2021

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Massage Therapy

This report contains information required to be collected for program review in Monterey Peninsula College's Administrative Procedures - Academic Program Revitalization or Discontinuance (Chapter 4 Academic Affairs, AP 4021) Data and Information Analysis section. Information was collected from a number of sources including: MPC Data Dashboards, website and course catalogs, PRIE and CTE Department data (EMS/SIS), Bureau of Labor Statistics, U.S. Census Bureau, San Francisco Bay Center of Excellence for Labor Market Research, and California Community Colleges Chancellor's Office Salary Surfer, Launchboard and DataMart. Additional sources include a review of industry reports, the Massage Therapy Program Overview and Data Reflection, the Massage Therapy Academic Affairs Program Review Self Study, living wage calculators, and input from MPC Academic Counseling and the discipline's Advisory faculty member.

Massage Therapists: Massage therapists treat clients by using touch to manipulate the muscles and other soft tissues of the body. With their touch, therapists relieve pain, help heal injuries, improve circulation, relieve stress, increase relaxation, and aid in the general wellness of clients. May assist in the assessment of range of motion and muscle strength, or propose client therapy plans.^{1 2}

Massage therapists typically do the following:¹

- Talk with clients about their symptoms, medical history, and desired results
- Evaluate clients to locate painful or tense areas of the body
- Manipulate muscles and other soft tissues of the body
- Provide clients with guidance on stretching, strengthening, overall relaxation, and how to improve their posture
- Document clients' conditions and progress

MPC offers an AS and a COA in Massage Therapy, in addition to a Massage Therapist COA and a Massage Practitioner COT. According to MPC's 2020-2021 Catalog of Courses, "The Associate in Science degree in Massage Therapy prepares students for careers as massage therapists, and allows students to apply for certification from California Massage Therapy Council." The Massage Therapist Certificate of Achievement "prepares students for employment in a variety of settings, including health-care facilities, spas, and private practice." The Practitioner Certificate "allows students to work only in municipalities and businesses that do not require certification by California Massage Therapy Council."

According to notes from the Massage Advisory Board dated October 11, 2019, "The Committee, unanimously, gave thumbs up to convert the COT into the COA with the prescribed updates:

- a. Entrepreneurship is a recommended skill/course for MTs to have. 'Business sense needs to be part of the curriculum'.
- b. The committee advised that the Massage Practitioner is not relevant any more and can hurt the validity of the field because of the lack of practice built into programs.
- c. Curriculum must focus on body mechanics, medical understanding, deep tissue understanding, wellness, and self care."

¹ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Massage Therapists, at <https://www.bls.gov/ooh/healthcare/massage-therapists.htm> (visited February 14, 2021).

² San Francisco Bay Center of Excellence: Massage Therapists Occupations Labor Market Information Report, Monterey Peninsula College, October 2019.

The above recommendations have not yet been implemented.

Courses Required for the COT (11 units total):

- KINS 63 Fitness Anatomy and Kinesiology
- MASS 82 Therapeutic Massage I
- MASS 83 Therapeutic Massage II
- MASS 180A Massage Lab

Courses Required for the Massage Therapist COA (18 units total):

- ANAT 5 Human Biology
- MASS 82 Therapeutic Massage I
- MASS 83 Therapeutic Massage II
- MASS 84 Sports Massage
- MASS 85 Clinical Massage
- MASS 180A Massage Lab I
- MASS 180B Massage Lab II

Courses Required for the Massage Therapy COA (31-38 units total):

- ANAT 5 Human Biology
- HLTH 5 First Aid and CPR
- KINS 63 Fitness Anatomy and Kinesiology
- MASS 82 Therapeutic Massage I
- MASS 83 Therapeutic Massage II
- MEDA 105 Medical Terminology

Plus at least two units from the following:

- MASS 180A Massage Lab I
- MASS 180B Massage Lab II

Plus one course from the following:

- PSYC 1 General Psychology
- PSYC 40 Human Sexuality
- PSYC 50 Health Psychology

Plus three units from the following:

- BUSI 44 Introduction to Business Ownership/Management
- HLTH 4 Healthy Living
- KINS 51 Fitness and Wellness Strategies
- KINS 60 Fitness Exercise Physiology
- NUTF 1 Nutrition
- PFIT 2 Core Fitness Training
- PFIT 6 Cross-Training
- PFIT 8 Aerobic Conditioning
- PFIT 9 Personal Fitness
- PFIT 10A Beginning Weight Training
- PFIT 14 Exercise for Health and Fitness

- PFIT 15A Core Matwork I
- PFIT 16A Tai Chi I
- PFIT 17A Yoga I
- PFIT 18A Aerobic Fitness I
- PFIT 19A Body Sculpting I
- PFIT 20 Circuit Training
- PFIT 21A Flexibility and Relaxation Techniques I
- PFIT 22A Fitness Through Swimming I
- PFIT 30A Triathlon Training I
- PFIT 50 Independent Fitness/Testing Program
- PFIT 92 Teaching Aide - Physical Fitness

Plus one of the following options:

Sports Massage Option: (both courses are required)

- KINS 41 Prevention and Care of Athletic Injuries
- MASS 84 Sports Massage

Clinical Massage Option:

- MASS 85 Clinical Massage

Courses Required for the AS (60 units: in addition to general education competency requirements, requirements are identical to the Massage Therapy COA)

Note: There is also a Massage Therapist-Advanced Certificate (available to students who have completed the Certificate of Achievement in Massage Therapy or the Associate degree) listed on the website which shows the number of hours of training completed.

MPC offers 6 courses specific to the Massage Therapy Program:

- MASS 82 THERAPEUTIC MASSAGE I (4 units)
- MASS 83 THERAPEUTIC MASSAGE II (4 units)
- MASS 84 SPORTS MASSAGE(2 units)
- MASS 85 CLINICAL MASSAGE (2 units)
- MASS 180A MASSAGE LAB I (1-2 units)
- MASS 180B MASSAGE LAB II (1-2 units)

Information for Analysis of ALL programs under review

1. [Alignment with College mission, vision, goals, and education master plan](#)

According to the Dean of Instruction - Career Education (CTE), Public Safety, and Workforce Development, "The MPC Massage Therapy program supports the Monterey Peninsula College mission by fostering student learning and achievement within its diverse community and supports the goals of students pursuing career training opportunities." According to the 2016-2017 Academic Affairs [Massage] Program Review Self Study document, "MTP strives to reflect the College Mission by providing a welcoming environment open to those of all ages, backgrounds, gender and ethnic identities, and physical abilities, and by offering 'high quality instructional programs, services, and

infrastructure to support the goals of students pursuing transfer, career training, basic skills, and lifelong learning opportunities”.

2. **Consideration of diversity, equity, and inclusion goals of the college**

The MPC Massage Therapy Program is committed to providing an educational environment for all students that emphasizes inclusiveness and equity-minded principles.

Note: items 3, 4, and 5 are discussed as a set below. Due to the COVID-19 pandemic, data from the Spring 2020 semester may be considered atypical and are discussed separately from other historical data. Therefore, if available, data are included from Fall 2016 (4 years back); however, the terms that are available to view varies in the different MPC dashboards. No massage classes were offered during the Fall 2020 semester due to the pandemic.

3. **Enrollment trends³, and influences on those enrollments**

4. **Persistence and completion rate trends**

5. **Retention rate trends**

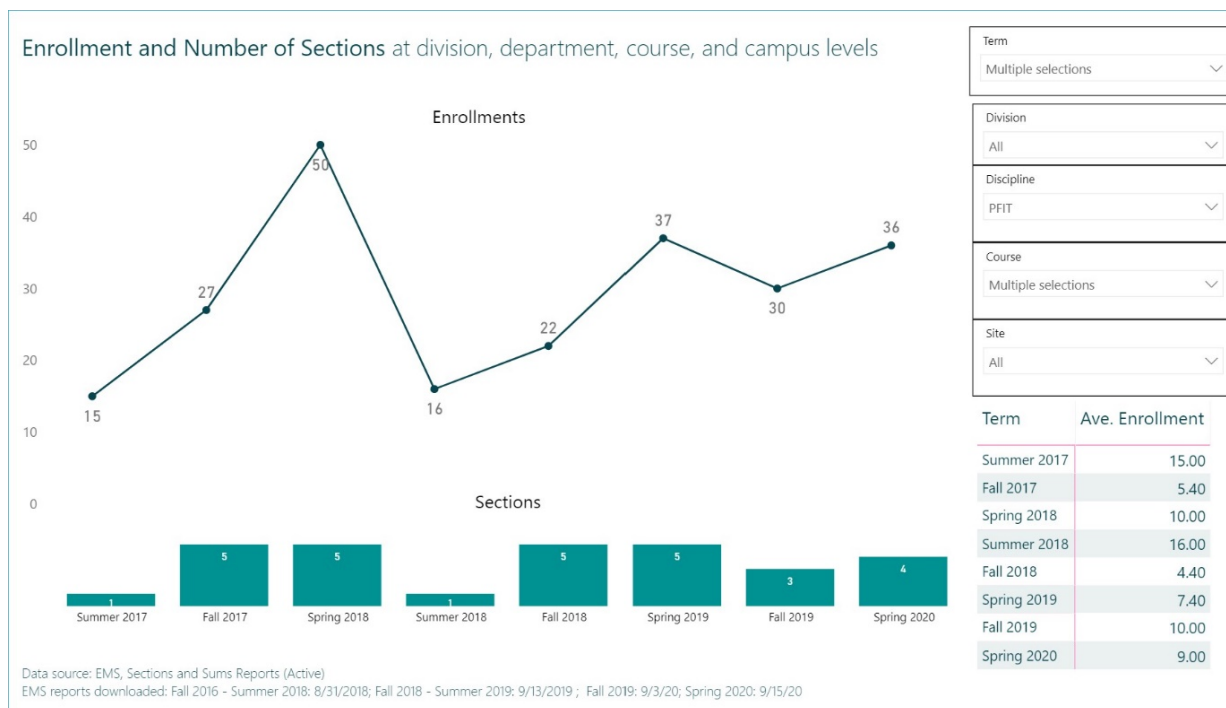


Figure 1: Massge Therapy Class Enrollment, Number of Sections, and Average Enrollment

Figure 1 shows enrollments by term for all Massage Therapy courses held since Summer 2017. Additionally, the table to the right of the graph shows the average enrollment for each term. Average enrollment (per section) is highly variable, varying from 4.4 to 16. Although the 2016-2017 Academic Affairs Program Review noted a significant enrollment decline between Fall 2011 and Spring 2016, within the past three years the total enrollment trend appears to be relatively flat. Enrollment for the single section Summer 2017 and 2018 terms was the highest (15 and 16, respectively), with all other

³ Enrollment numbers have duplicated headcounts, i.e. students may be taking more than one class in a specific discipline during a term.

average enrollments being less than or equal to 10. (For details on enrollment for specific courses, please see Figure 7: Massage Therapy Classes Held). The Spring 2020 average enrollment was similar to enrollment for the other Spring terms.

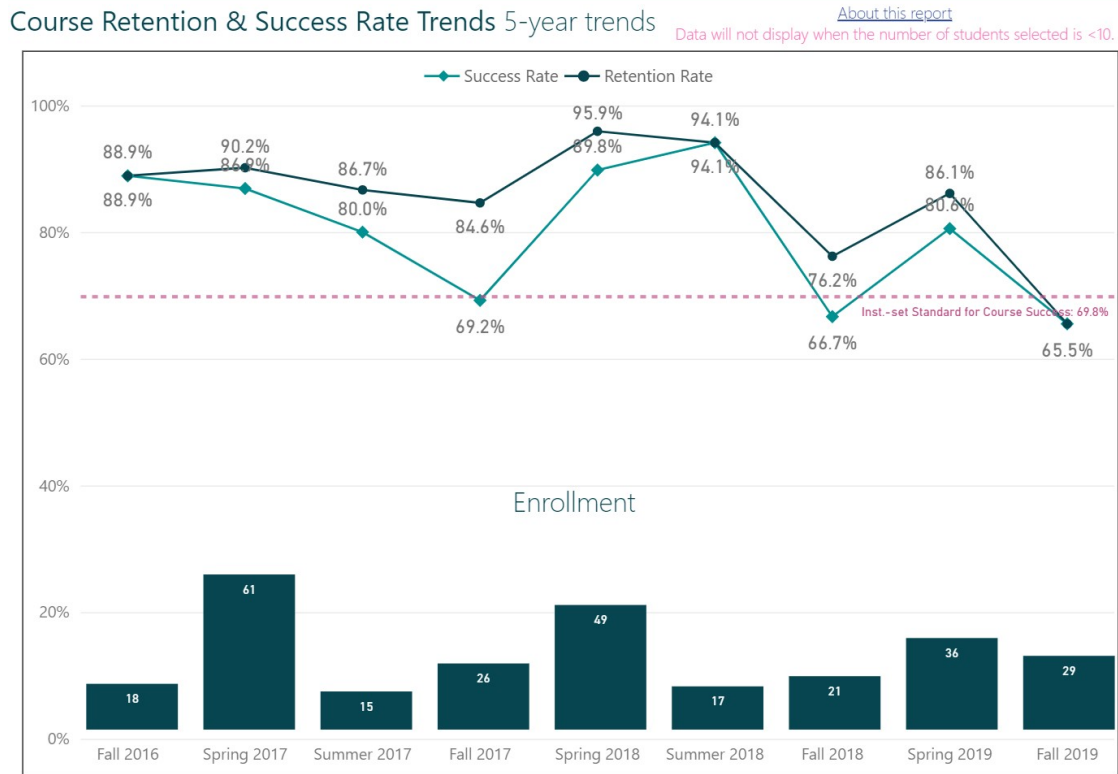


Figure 2: Massage Therapy Course Retention and Success Rates

Unfortunately, MPC persistence rates available from the Chancellor’s Office cannot be disaggregated by program and so are not included in this report. The retention rates shown in Figure 2 ranged from 65.5% - 95.9% while success rates ranged from 65.5% - 94.1%. Both showed a general decline over time. Except for Fall 2016, the lowest retention and success rates were associated with the Fall terms.

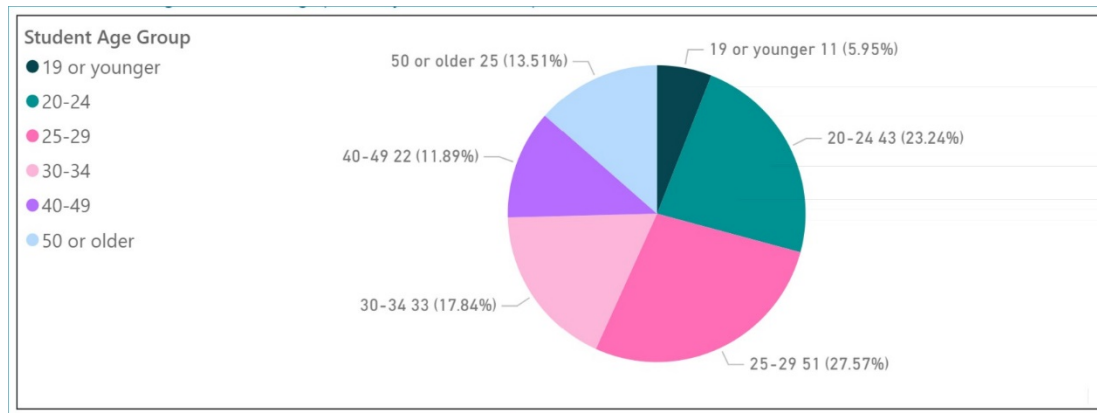


Figure 3: Massage Therapy Student Age Groups

The typical MPC Massage Therapy student was either White (45%) or Hispanic (37%). Although most students were female (55%), as noted in the most recent [Massage Therapy] Program Review and Data

Reflection (Annual 2019-2020), a significant number of students were male (45%). This differs dramatically from the typical split of female massage therapists to male (88% female) in the workplace in 2019.^{4 5} Although 75% of Massage Therapy students were 34 years old or under, it is worth noting that almost 14% of the students were over 50⁶ (Figure 3).

As a comparison, student demographics across all CTE students during the same time period showed a population of 38% Hispanic students, 37% White students, 44% females, and 67% 34 years of age or younger. Thus, massage therapy students tend to be younger, and a higher proportion are white and female than in the general CTE student population.

Awards:

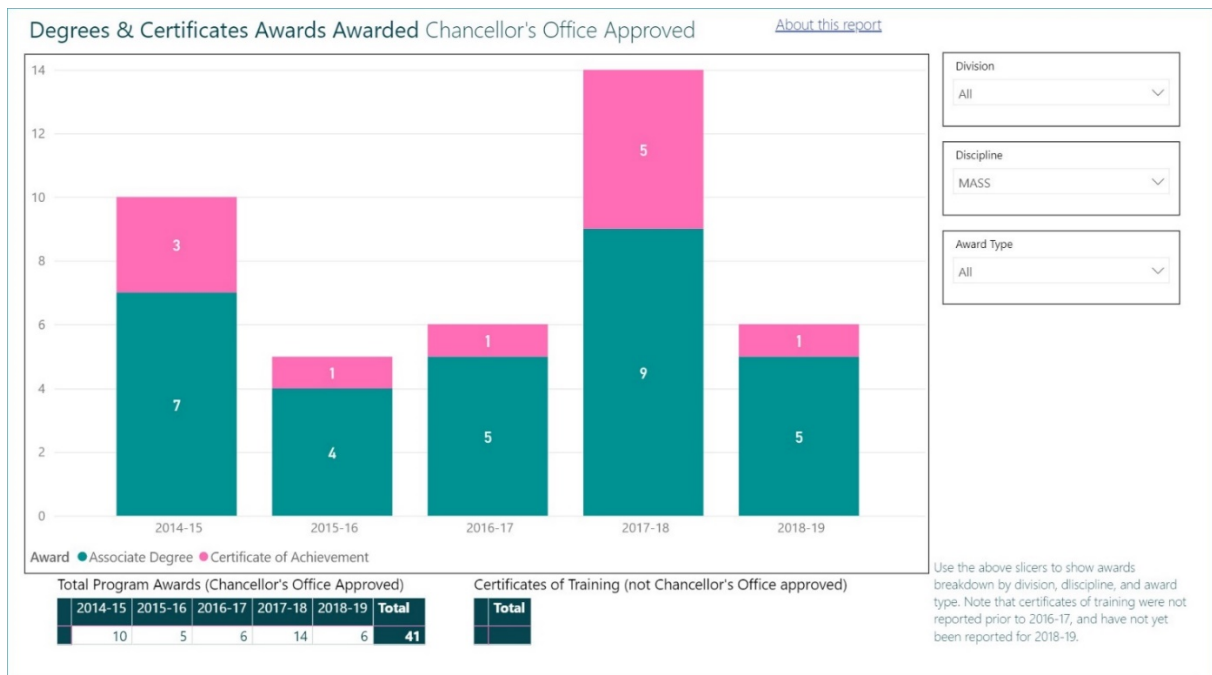


Figure 4: Degrees and Certificates

Over the last three years depicted in Figure 4 (from 2016-2017 to 2018-2019), a total of 19 Associates degrees and 7 Certificates of Achievement were awarded. According to DataMart, during that time 12 low-unit certificates were also awarded.

6. Productivity Trends (FTES/FTEF) and number of active students in the program

⁴ Due to unusual circumstances brought on by COVID-19 in 2020, data used in this report generally cover information from 2019. Much of the data related to the Massage Therapy profession are sourced from both the 2020 and 2021 versions of the American Massage Therapy Association (AMTA) Massage Profession Research Report. The 2021 report can be found at: <https://drive.google.com/file/d/1SGhSg0TGzn2FUSpce6d3qYz9aLcR0t2E/view>.

⁵ It is important to note that data on massage therapists from the AMTA 2019 survey reported in the 2020 Research Report had a response rate of 1.4% of the total AMTA membership (1,238 out of 90,000 members) and survey respondents are always self-selected.

⁶ The American Massage Therapy Association reports a median age of 47 for massage therapists in 2019.

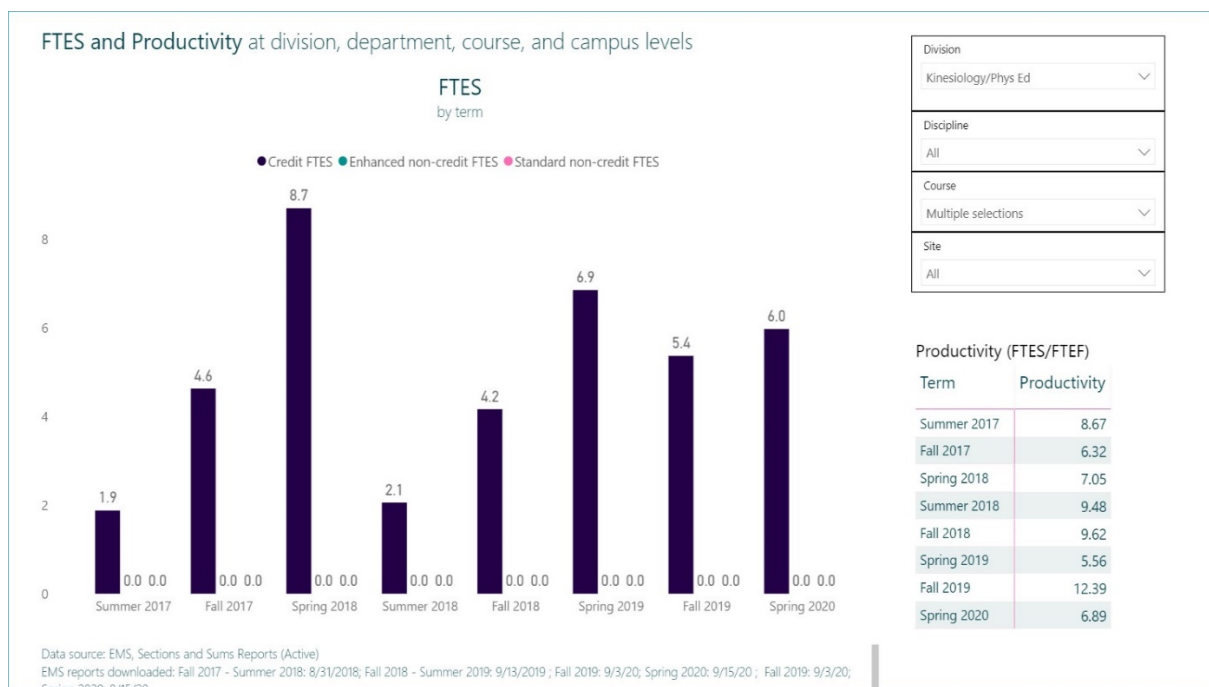


Figure 5: FTES and Productivity

The FTES/FTEF productivity ratio for Massage Therapy is shown in the Figure 5 Productivity (FTES/FTEF) table. (Figure 5 results are filtered to only display MASS courses). Productivity is shown for Summer 2017 through Spring 2020, and is generally low (under 10) except for a 12.39 in Fall 2019. Although California State discussions consider an optimal ratio to be around 17.5, a target ratio of 14.5 is considered by MPC to be more achievable.

	Spring 2020	Summer 2020	Fall 2020	Spring 2021
Number of Students	29	7	26	19

Based on an analysis from PRIE, the number of active students (defined as the number of students who declared interest in the Massage Therapy or Massage Therapist program of study) are listed in the above table. Data are not available for previous terms.

7. Scheduling trends

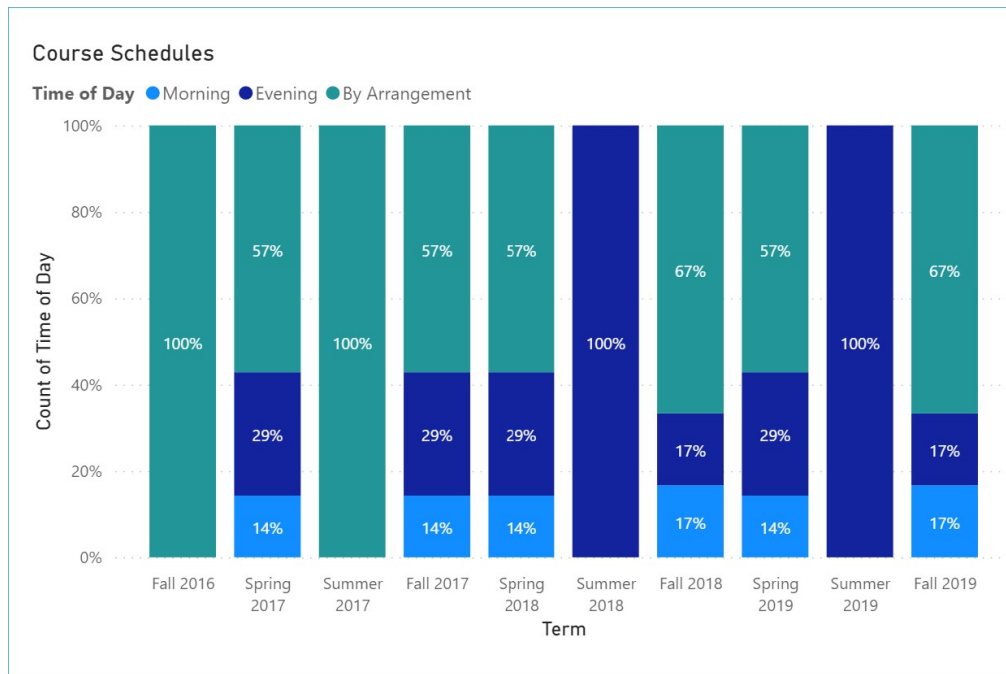


Figure 6: Classes Scheduled/Time of Day

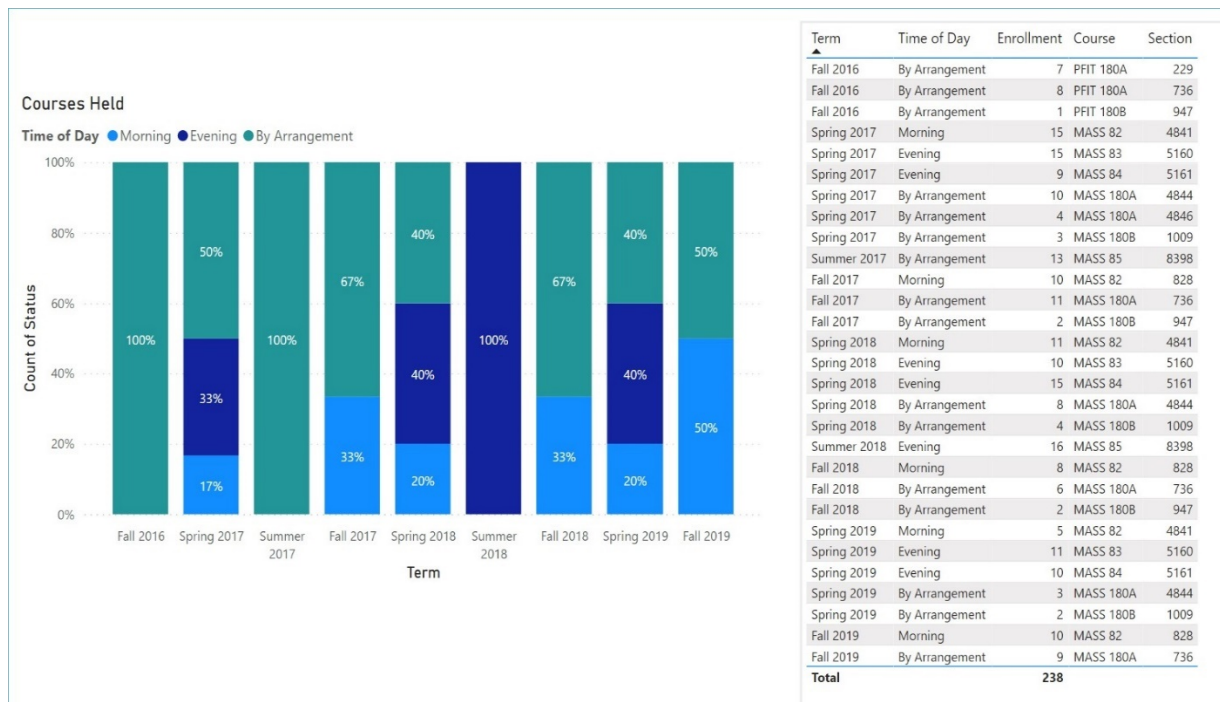


Figure 7: Massage Therapy Classes Held

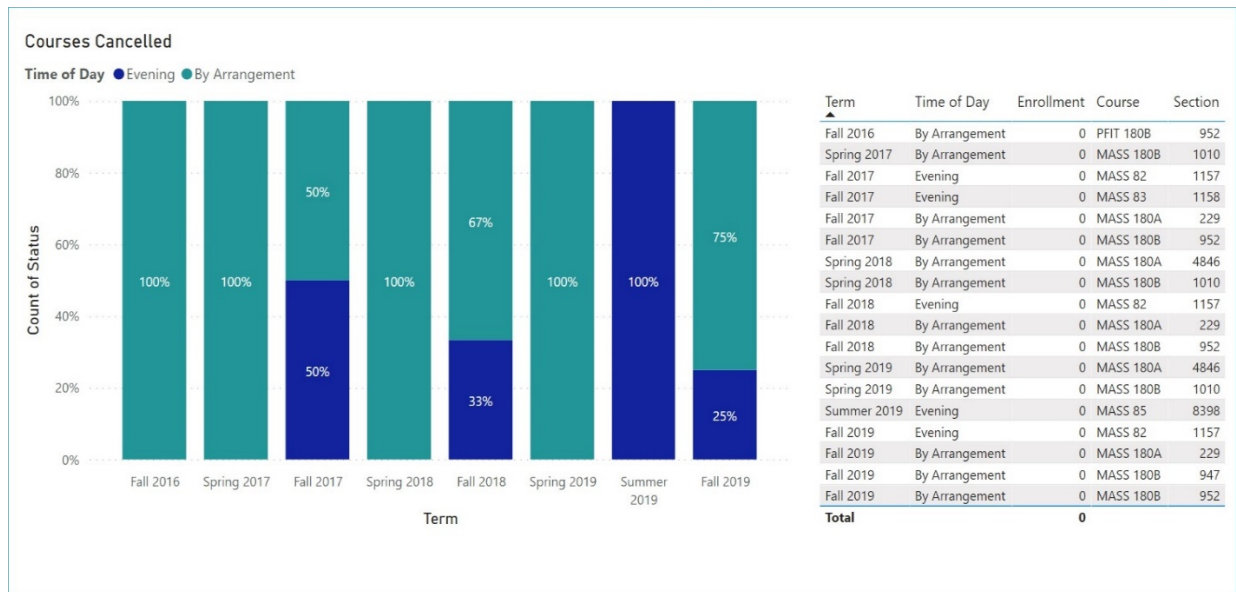


Figure 8: Massage Therapy Classes Cancelled

Figure 6 shows the time of day by term that classes were scheduled from Fall 2016 to Fall 2019; most of the classes were on a “By Arrangement” schedule. A total of 47 classes were scheduled: 29 by arrangement, 12 evening, and 6 morning courses. Figure 7 shows the schedule of the classes that were held (based on end-of-term enrollment), and Figure 8 shows the schedule of the classes that were cancelled. A total of 29 of the 47 scheduled classes were held; all morning classes were maintained. Eighteen of the classes (38%) were cancelled, including the single Summer 2019 session. Most of the cancelled classes (12 out of 18) were in the Fall term. Separate data from Spring 2020 showed that five courses were scheduled and three were subsequently cancelled.

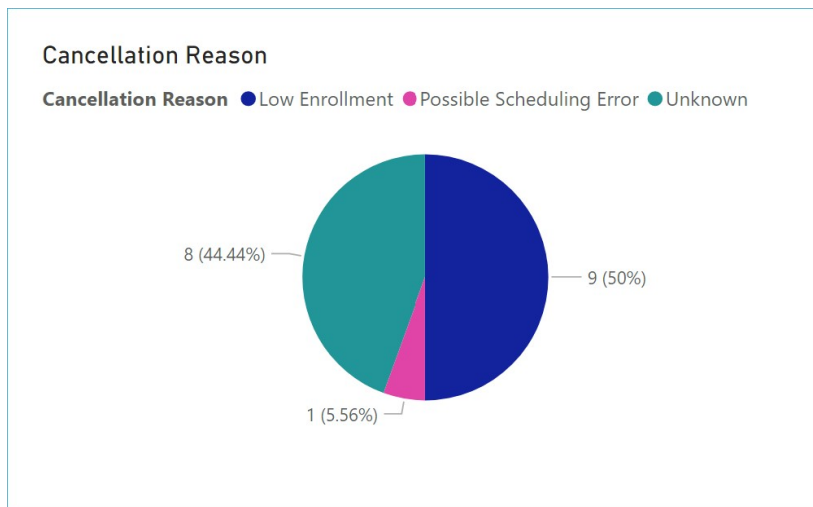


Figure 9: Reason for Massage Therapy Class Cancellations

Figure 9 shows that of the 18 cancelled courses, nine were cancelled due to low enrollment, one Fall course may have been a scheduling error as it was cancelled in January, and eight were cancelled for unknown reasons.

Because massage therapy students typically want to enter the workforce as quickly as possible, the Massage Therapy class schedule has been redesigned recently to reduce the time to complete a certificate to two semesters (Fall and Spring). Unfortunately, currently there are little to no data on the impact of these scheduling changes on the program due to the impact of the pandemic in 2020.

8. Program resource availability

- a. Equipment – The Massage Lab is equipped with massage tables and there is an ongoing need for supplies.
- b. Staffing – P. Tuff, J. Jacinto, T. Pias, R. Lee (adjunct faculty).
- c. Facilities – Classes were held in the Massage Lab, Room PE205.
- d. Marketing and outreach efforts to date – The MASS program is listed in the 2020-2021 Catalog of Courses and available on the MPC website.

Message Therapy

- Certificates & Degree
- Courses Offered
- Program Costs
- Program Documents
- Message Lab
- Certification in California
- Massage Profession Information & Links
- Department Directory
- News and Updates

RELATED LINKS

- Physical Education Division
- Athletics
- Facilities
- Physical Fitness (PFIT)

Map to Massage Program
[Click here](#)

Academics » Academic Divisions » Kinesiology

MASSAGE THERAPY PROGRAM

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Due to COVID-19, hands-on massage courses at MPC—MASS 82, 83, 84, 85, 180A & 180B—are suspended until further notice. Because almost all courses during spring semester 2021 will continue to be offered only online, it is likely that we may not be able to resume offering our hands-on courses until summer or fall of 2021.

The hands-on massage courses at MPC—MASS 82, MASS 83, MASS 84, MASS 85, MASS 180A, and MASS 180B—are listed under "Physical Fitness - Massage" in the online Class Schedule. In the printed and PDF versions of the 2020 Class Schedule the courses are listed under "Massage." In the MPC Catalog of Courses, program information is listed under "Massage Therapy."

Welcome to the Massage Therapy Program, which began spring semester of 1994. The Program was approved by California Massage Therapy Council (CAMTC) on June 22, 2016, and the current approval expires June 30, 2022. Our CAMTC School Approval Code is SCH0103.



The Massage Therapy Program includes the following options:

Certificates and Degree

The Massage Therapy Program includes several certificates and an Associate degree. The Certificate of Training, Certificates of Achievement, and Associate degree do not state the number of hours of training you complete. Contact the Massage Therapy Program for certificates that include the number of hours of training.

The Massage Therapist Certificate of Achievement and the Certificate of Achievement in Massage Therapy are different. The Massage Therapist Certificate of Achievement includes fewer courses and hours of training.

- Certificate of Training (COT).** Students must file an application for a Certificate of Training through the Physical Fitness Department in the Kinesiology Division.
 - Massage Practitioner (does not meet CAMTC Certification requirements)
- Certificates of Achievement**
 - Massage Therapist Certificate of Achievement (meets CAMTC Certification requirements)
 - Certificate of Achievement in Massage Therapy (meets CAMTC Certification requirements)
- Associate in Science degree in Massage Therapy** (meets CAMTC Certification requirements)
- Massage Therapist-Advanced Certificate** (available if you complete the Certificate of Achievement or Associate degree)

Complete the schedule below to fulfill CAMTC Certification requirements in two semesters:

Course Schedule – 1st Semester	Course Schedule – 2nd Semester
ANAT 5 - Human Biology Various days and times	MASS 83 - Therapeutic Massage II T & Th 9:30AM– 1:20 PM
MASS 82 - Therapeutic Massage I T & Th 9:30 AM - 1:20 PM	MASS 84 - Sports Massage (1 st half of semester) T & Th 6:00PM- 10:00 PM for eight weeks
MASS 180A - Massage Lab I Days & times to be determined during first week of class	MASS 85 - Clinical Massage (2 nd half of semester) T & Th 6:00PM- 10:00 PM for eight weeks
	MASS 180B – Massage Lab II Days & times to be determined during first week of class

Please see our Massage Therapy Program Catalog (below) for more information.

[Massage Therapy Program Catalog](#)

Our Goal

Whether you are pursuing career options or personal enrichment, our goal is to introduce you to massage and to the understanding that massage is about connection with oneself and with others, connection that is safe, ethical, nurturing, compassionate, and mutually rewarding. For those who want to explore massage as a career, we want to train entry-level massage therapy practitioners who will be touchstones verifying the many benefits quality massage therapy can provide. These benefits include self-awareness, pain relief, relaxation, enhanced fitness, and normalization of the physiologic functions impaired by the physical and emotional stresses of daily life.

Massage is an ancient healing art that has awakened many of us to the intimate connection between the body, mind and spirit. Massage also helps us remember our interconnection with all human beings, and with the world around us. Massage allows us to connect with one another at the deepest level of our being, encouraging interpersonal trust, respect and reverence. Massage can act as a bond that ties us together into one human family, and it can serve as a salve that heals the emotional wounds we suffer in life, wounds that can fill us with fear, hate, intolerance and despair. Without these connections, peace, health, and happiness are elusive states in a world that is often stressful and fragmented.

Massage goes hand in hand with health and well-being, the desire to serve humanity, the need we have to touch and be touched, and our wish to live in harmony with each other and the environments that support us all. Massage is a wonderful luxury many enjoy only on special occasions, but more and more people receive regular massages as an integral part of a wellness-oriented approach to healthcare. Unfortunately, massage therapy is vastly under-utilized in our society, but it has vast potential for helping to make us all healthier and happier. It is recognition of and respect for the potential of massage for connecting and healing us that we hope to inspire in you and in those you have the privilege to touch.

In recognizing and celebrating the connections that massage can establish or reaffirm in and between each of us, we welcome a commitment—to ourselves and to all those with whom we share the awesome power of touch—to make this world a better place for us all.

A student or any member of the public with questions that have not been satisfactorily answered by the school or who would like to file a complaint about this school may contact the California Massage Therapy Council at: One Capitol Mall, Suite 320, Sacramento, CA 95814, www.camtc.org, phone (916) 669-5336, or fax (916) 669-5337.



Figure 10: Massage Therapy Main Webpage

Contact Info

(831) 646-4220
Counseling
 (831) 646-4020

News

Defining MPC's Brand/Identity
 MPC is updating its brand identity and we are interested in hearing from you! Join us at an open (online) forum on March 5th for an interactive discussion about the college and its value to the community and provide your insights to us through our online survey.
 3/2/2021 8:28:40 PM

Monterey Peninsula College Foundation Invites Nominations for Life-Changing Evans College Incentive Program
 3/2/2021 5:00:00 PM

Monterey Peninsula Community College District Seeks Citizens' Bond Oversight Committee Members
 This committee meets quarterly and is charged with monitoring Measures I and V bond-related expenditures at the Monterey Peninsula Community College District.
 2/1/2021 12:00:00 PM
[MORE »](#)

Events

No results found.

Figure 10 shows the MASS Program information which is accessible via a link on the Kinesiology webpage. There is general information about degrees and certificates as well as a menu on the left to access course information, program costs, program documents, information on the Massage Lab, certification, massage profession links, department directory, and news. This page also lists contact information on the right. The Massage Therapist-Advanced Certificate link appears to be broken as it results in a “govAccess” login screen. The first paragraph under the COVID notice should be updated as MASS courses are not listed under Physical Fitness. [Note: a concern was raised by the discipline’s Advisory faculty member that most students interested in Massage Therapy would not look for the program under Kinesiology, but rather under a “Holistic Programs” title.]

According to the Academic Affairs Program Review, “Program faculty and students/graduates attend career days, health fairs, and other events, both on and off campus, to promote the program...We interact with organizations such as the Big Sur International Marathon, where we cooperate with Monterey Institute of Touch (the private massage school in Carmel Valley) in recruiting volunteers who provide massage at the expo and on race day.”

As part of the MASS 83 class, students are required to interview someone related to the massage therapy business, such as a spa manager, chiropractor, physical therapist, or private studio owner. This provides a valuable initial contact with a potential employer. Some local spas also contact faculty when looking for new hires.

- e. **Partnerships** – None known.
9. **Balance of college offerings within and across disciplines** – The MASS program contains 6 MASS-specific classes (see [Introduction](#) for class descriptions). The balance of the required classes is from a number of related fields including Anatomy, Health, Kinesiology, Medical Assisting, and Psychology. Optional classes can also be selected from Business, Nutrition, or Physical Fitness.
10. **Alternative program options** –According to MPC Counseling, “If a student is interested in Massage Therapy it's really a unique stand-alone program and I would say it is not as directly connected to our other allied health programs. However, of course we would discuss our other allied health programs that MPC offers to see if they hold interest for the student. These programs would include ones such as Medical Assisting, and Medical Office Administration in which a student could earn a Certificate of Achievement and/or their AS degree. Our other health programs include: Dental Assisting, and Nursing. I would also include: Kinesiology, Physical Education Aide, Physical Fitness Instructor Training and Nutrition in my discussion with a student. For all of these programs a student could earn both a Certificate of Achievement and an AS degree.”
11. **Transfer issues** – Students in massage therapy do not typically transfer to a 4-year college. MPC Counseling states that massage students are generally interested in a short-term program that can lead to immediate employment. “However, MPC certainly has several pathways that might appeal to a Massage Therapy student that are designed with possible transfer to a university in mind including: Nutrition AS-T, Pre-nursing AA, Pre-Occupational Therapy AS, Pre-Physical Therapy AS and Kinesiology AS-T. The issues that might arise with these, however, is that they are intensive majors that often

require science classes to be taken in a sequence over multiple semesters. These, therefore, may be a more time-consuming pathway for a student who was aiming to launch into their career sooner rather than later. Yet the plus side could be that the types of careers that they could eventually have would generally be well paid due to students going on to earn their BS degrees.”

12. **Permanent or cyclical barriers** – From 2016 -2019, enrollment tended to be lowest for the Fall terms, with 2/3 of the cancelled courses occurring in the Fall. Of the known reasons for class cancellation, the primary reason was low enrollment (as opposed to lack of an instructor).

According to the AMTA 2020 Research Report, one of the top challenges cited for schools over the previous few years has been attracting students. Fifty-nine percent of public institutions with massage programs state that attracting students to their program was challenging in 2019 (compared to 55% in 2018). The 2016-2017 Academic Affairs Program Review states that “because our program now reflects the national downturn in graduation rates, we could use some help with promotion. Everyone involved with our program acknowledges that most people in local communities do not realize that MPC has a massage program, so money for advertising could help us improve our numbers...If graduation rates of massage schools continue to decline, we will need help attracting students. This is the most pressing concern we have at this time.”

In addition, the AMTA 2021 Research Report states that the COVID-19 pandemic has significantly impacted the massage therapy profession, with 54% of schools either closed or cancelling classes at some point during 2020, and 49% of consumers cancelling appointments. In April 2020, 86% of therapists stated that they had stopped working. By November 2020, 79% had resumed work, but were only seeing about 65% of the clients they had seen before. It is expected that the negative impact of COVID-19 on massage therapy should decrease over time as more of the US population is immunized.

Regarding seasonality, according to the discipline’s Advisory faculty member, massage is a seasonal job and business is very slow during the Winter (November – April).

13. **Costs/FTES trends** - California Community Colleges have historically needed a method to calculate a program’s efficiency. Over time, many districts—including MPC--have transitioned to using the FTES/FTEF ratio (the number of Full-time Equivalent Students generated by one Full-time Equivalent Faculty) as the preferred measure of efficiency to help inform decisions about budgeting and scheduling. So, when considering this item, the program efficiency ratio (see item **6. Productivity Trends (FTES/FTEF) and number of active students in the program** above for details) is being used. While discussions across the state center around a target productivity of 17.5, discussions at MPC indicate that a target of 14.5 may be more realistic.⁷

⁷ For more information about this topic please refer to the publication: [Understanding and Calculating FTES and Efficiency](#) by Michelle Barton, Craig Justice, and John Mullen; 2019 Spring SEM Program, 2nd Edition; California Community Colleges; IEPI

14. **Costs to revitalize the program** – The Committee would need to specify that this is the desired option/outcome of their review and create a plan to determine the costs to revitalize the program.

15. **In-depth labor market and self-employment data**

Education and Training²: Based on the SF Bay Center of Excellence Labor Market report, a post-secondary non-degree award is required for entry-level Massage Therapy positions. (Training is a required part of the award).

[Note: The AMTA 2021 report states that across the industry, massage therapists reported an average of 677 hours of entry-level education, which is higher than the 500 hours typically required.]

Top 10 Skills for Massage Therapy Occupations in the Bay Region (information not available specifically for SC-Monterey): Massage, Massage Therapy, Customer Service, Sports Massage, Music, and Payment Receiving.

Occupational Demand (in SC-Monterey Sub-region⁸):

Occupation	2018 Jobs	2023 Jobs	Five Year Change	Five Year % Change	Average Annual Openings	Job Postings (9/18 - 8/19)	Ratio of Job Postings to Prediction	Median Hourly Wage	Median Annual Wage
Massage Therapists	351	374	23	7%	41	23	56%	\$17.32	\$36,026

Source: San Francisco Bay Center of Excellence (Economic Modeling Specialists International (EMSI) 2019.2)

The projected average number of openings from 2018 to 2023 is 41 with a median⁹ annual wage of \$36,026. The projected percent change in number of jobs over the five years is 7%. The annual average Massage Therapy educational supply (calculated from 2015-2016 to 2017-2018) is 12 (6 Associates Degrees, 2 18+ unit Certificates, 4 Low-unit Certificates). MPC is the only college in the SC-Monterey sub-region currently issuing awards. Resulting gap: 29 (41-12)¹⁰. The ratio of job postings to predicted annual openings is 56%, indicating that there may be fewer realized opportunities than predicted.

Top Employers: Top employers were Massage Envy, Soothe, Marriott International Incorporated., Soothe Inc, and Salon Greene.

Top Massage Therapist Job Titles in past 12 months (September 2018 – August 2019): Massage Therapist (21) and Massage Practitioner (2).

⁸ SC-Monterey Sub-region includes Monterey, San Benito, and Santa Cruz Counties.

⁹ A median annual wage is the amount earned where 50% of workers earn more and 50% of workers earn less.

¹⁰ This does not include students completing training from private local massage schools. According to their websites, the Monterey Institute of Touch had 14 students completing their training on-time in 2019 and Cypress Health Institute of Santa Cruz had 19 students completing their training on-time in 2018.

Student Outcomes²:

2015-16	Bay (All CTE Programs)	Monterey Peninsula College (All CTE Programs)	State (1262.00)	Bay (1262.00)	SC- Monterey (1262.00)
% Employed Four Quarters After Exit	74%	69%	66%	62%	63%
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$10,272	\$5,424	\$4,515	\$3,857
Median % Change in Earnings	46%	55%	58%	54%	54%
% of Students Earning a Living Wage	63%	60%	34%	n/a	n/a

Source: Launchboard Pipeline (version available on 9/26/19)

Across all MPC CTE programs, 69% of students were employed after 1 year. The median annual earnings after 2 quarters was \$41,088. Since MPC is the only community college in the SC-Monterey sub-region issuing awards, the data in the SC-Monterey column reflect MPC numbers. Sixty-three percent of Massage Therapy students were employed after 1 year and the median annual earnings after 2 quarters was \$15,428.

Wages:

Self-employment data: According to the Bureau of Labor Statistics¹¹, 10.1% of all workers (15M) are self-employed; roughly 4% (5.5M) are incorporated and included in BLS regular wage statistics. The unincorporated self-employment rate among workers is correlated with increasing age: workers aged 65 years and older had the highest rate (15.5%), followed by 55-64 (8.8%), 45-54 (7.1%), 35-44 (6.4%), 25-34 (4.1%), and 16-24 (1.9%).

Even though the percentage of massage therapists who are self-employed is expected to be much higher than average, according to the BLS, the majority of massage therapists are not self-employed; 35% of massage therapists were self-employed workers in 2019¹. The 2020 AMTA Report states that based on their survey, 76% of respondents identified themselves as sole practitioners. Responses from the vast majority (80%) of massage therapists surveyed indicated that they entered massage as a second career and as noted previously, massage therapists had a median age of 47. Since the sole practitioner demographic (older, predominantly female workers pursuing a second career) does not match the MPC massage student demographic, and self-employed workers in general tend to be older, it is unlikely that many MPC students in the massage therapy program will immediately go on to pursue a solo practice. [Note: This is also consistent with the observation from the discipline's Advisory faculty member that a lot of students go into spas after program completion.]

The BLS noted that "Many massage therapists work part time. Because therapists work by appointment in most cases, their schedules and the number of hours worked each week vary considerably. Moreover, because of the strength and endurance needed to give a massage, many therapists cannot perform massage services 8 hours per day, 5 days per week." ¹ Massage is a

¹¹ Bureau of Labor Statistics: <https://www.bls.gov/spotlight/2016/self-employment-in-the-united-states/home.htm>

physically demanding activity which can lead to burnout and a short career¹² if not managed properly. According to the AMTA, the average work week of massage therapists was 26.6 hours in 2019, although 38% of massage therapists said they would like to work more hours of massage⁴.

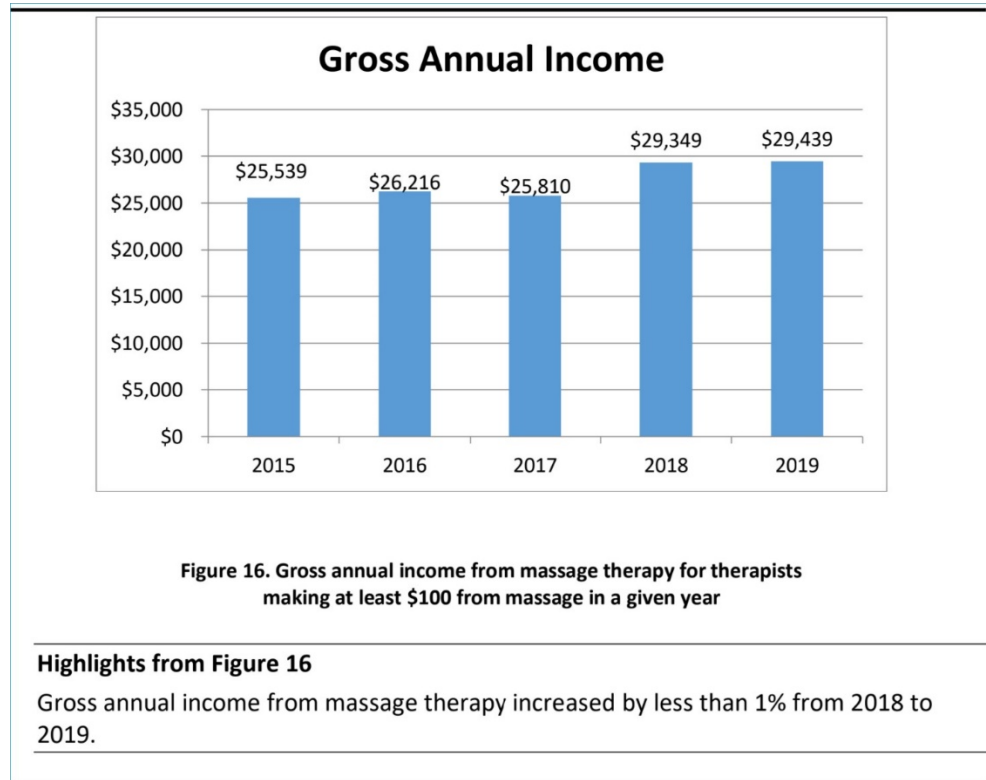


Figure 11: AMTA Gross Annual Wage Data

Figure 11 shows AMTA income information from the 2021 Research Report. The gross average annual income for a massage therapist (including tips) was \$29,439 in 2019¹³. The majority, 63% of therapists, earned all their annual income from practicing massage therapy.

¹² Although there are no readily available statistics regarding average career length for massage therapists, anecdotal reports indicate an average career length of around 5-8 years.

¹³ AMTA reports list “average” wages; therefore, it is assumed that the wages are true averages (i.e. means) and not medians. As means are highly impacted by outliers, a small proportion of high or low income earners can skew the average upwards or downwards, which is why typically medians are used to report wage data. Therefore, the AMTA wage data cannot be compared to wage data from other sources that use a median wage (e.g. BLS, San Francisco Bay Center of Excellence, Salary Surfer).

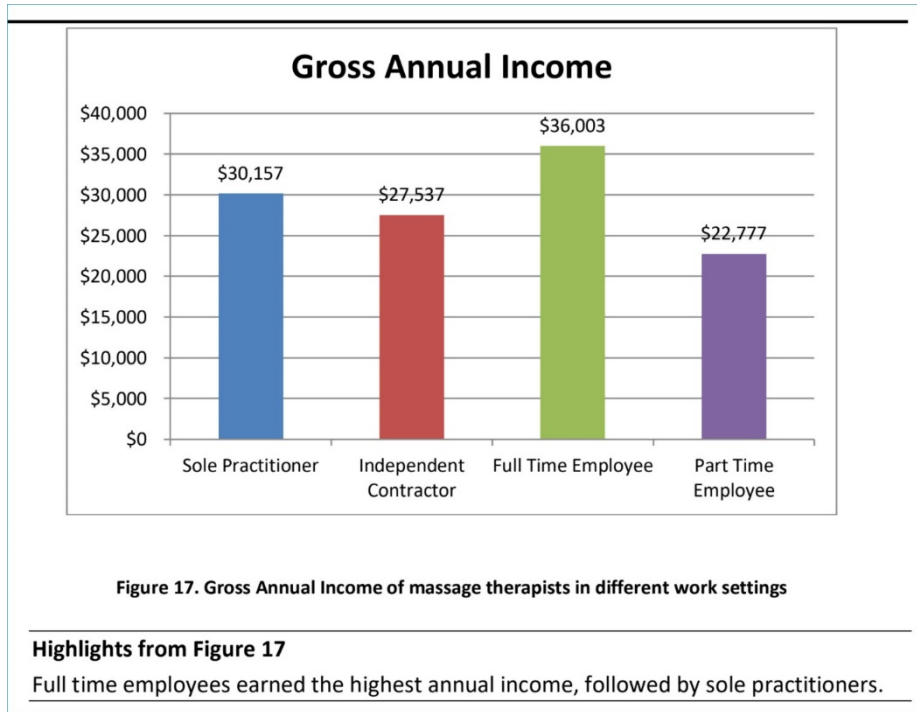


Figure 12: Gross Annual Income by Work Setting

Figure 12 wage data from the AMTA 2021 Research Report show that in 2019, full-time employees earned the highest gross annual wages (\$36,003) followed by sole practitioners (\$30,157). It was noted that sole practitioners also have additional expenses associated with purchasing their own supplies and possibly rent. According to the BLS, “In addition to giving massages, therapists, especially those who are self-employed, may spend time recording clients’ notes, marketing, booking clients, washing linens, and conducting other general business tasks.”¹ Additional costs associated with increased sanitization requirements and personal protective equipment will likely continue to accrue in the future.

BLS Wage data:

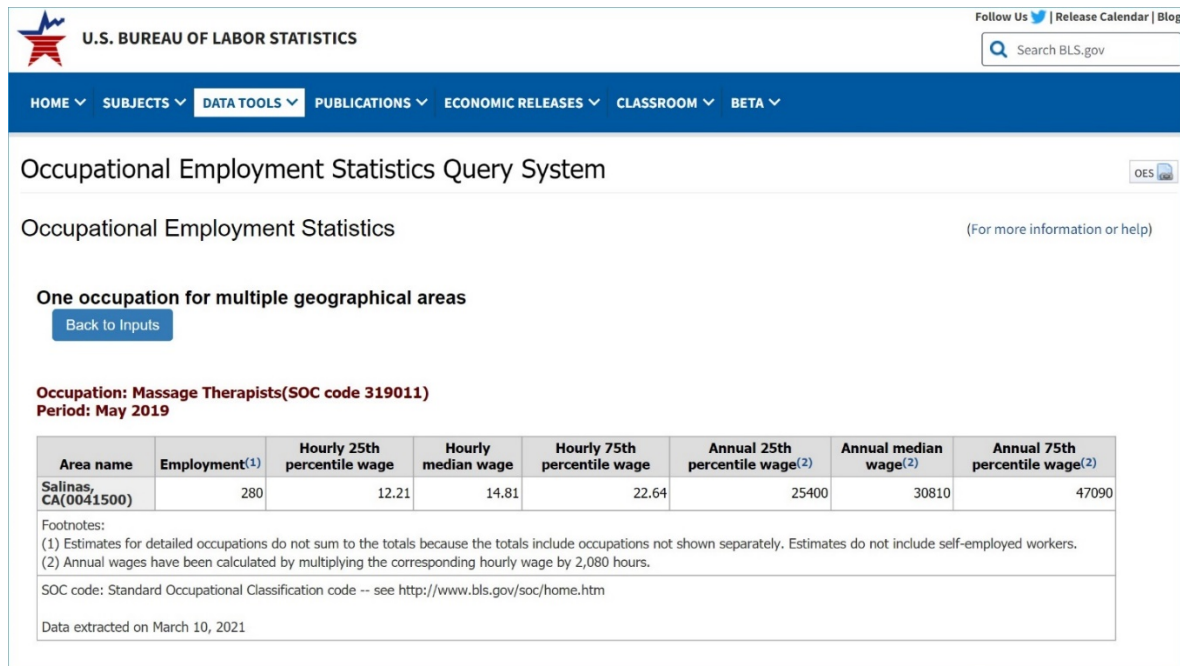


Figure 13: BLS 2019 Wage Data

Figure 13 contains 2019 BLS data (which excludes self-employed unincorporated workers) in the Salinas metropolitan area. It shows a hourly median wage of \$14.81 (\$30,810 annually).

California Employment Development Department Wage Data:

According to recent 2020 California EDD information (which again excludes self-employed unincorporated workers), the median hourly wage for Massage Therapists was \$15.26 (\$31,736 annually) in Monterey County¹⁴.

¹⁴ Employment Development Department, State of California Massage Therapists Occupation Profile, 2020. <https://www.labormarketinfo.edd.ca.gov/Occguides/AllOESWage.aspx?soccode=319011>

Chancellor’s Office and Other Wage Data:

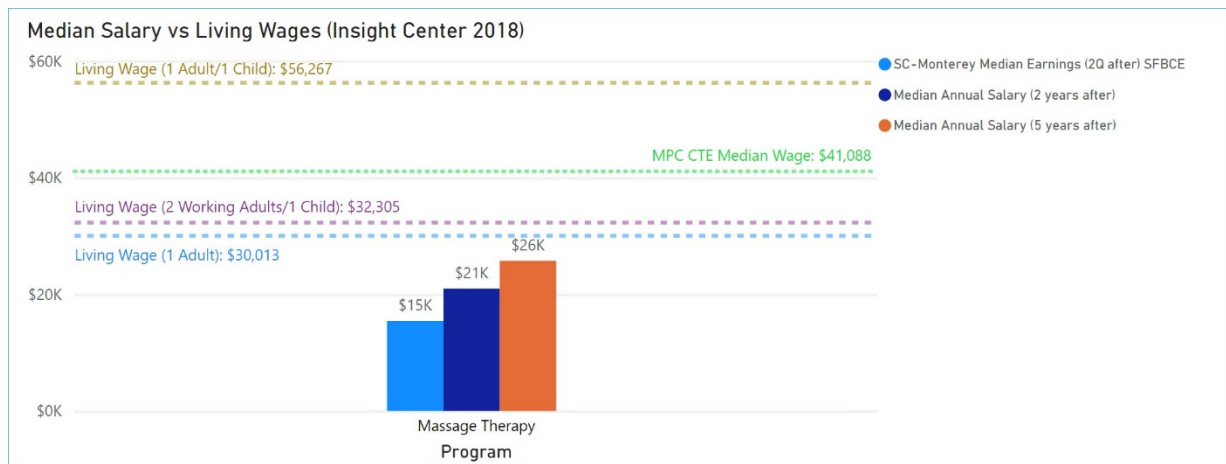


Figure 14: Median Salaries vs. Living Wages (Insight Center) for Massage Therapists

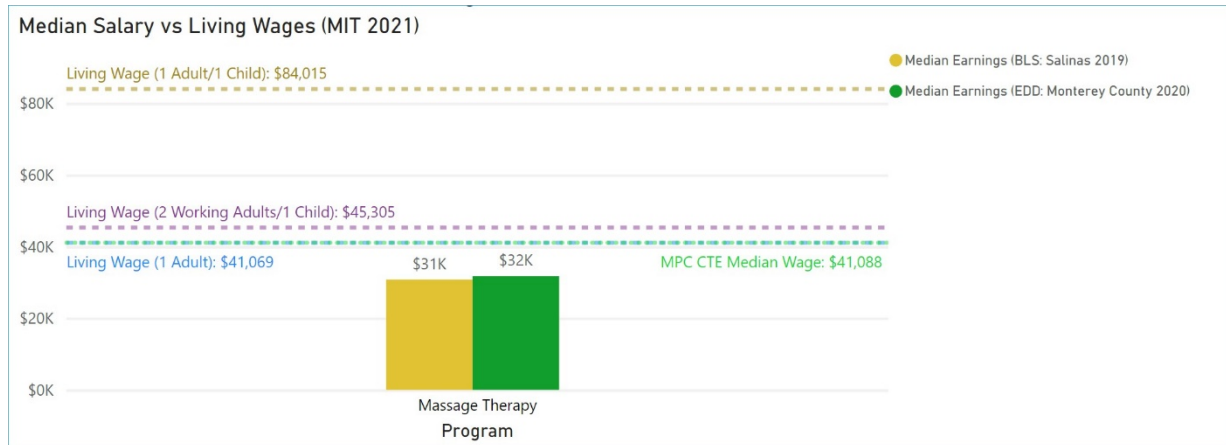


Figure 15: Median Salaries vs. Living Wages (MIT) for Massage Therapists

Data from the Chancellor’s Office (Launchboard² and Salary Surfer¹⁵) show median salaries¹⁶ earned by workers in massage therapy jobs. Figure 14 displays three reference lines with living wage data for Monterey County from the Insight Center 2018 Family Needs Calculator¹⁷. Three different household configurations are used: 1 adult, 2 working adults¹⁸/1 child (3.25 is the average household size in Monterey County¹⁹), and 1 adult/1 child. A fourth reference line shows the median earnings across all MPC CTE students reporting income two quarters after departing the college system. As expected, worker wages increase with increased years of work experience. Annual median salaries earned 2Q after exit are initially quite low (\$15,428) and increase to \$20,964 two years later and to \$25,747 five

¹⁵ Source: <https://salarysurfer.cccco.edu/Salaries.aspx>

¹⁶ Median Annual Salaries (2 and 5 years after) are based on Salary Surfer (Employment Development Department Unemployment Insurance Dataset). The Unemployment Insurance dataset contains wages only for those employed in an occupation or industry covered by Unemployment Insurance in California (i.e. does not include unincorporated self-employed workers).

¹⁷ The Insight Center for Community Economic Development. <https://insightcced.org/2018-family-needs-calculator/>

¹⁸ This configuration assumes that the 2 working adults contribute equally to the household income.

¹⁹ U.S. Census Bureau, 2019 American Community Survey 1-Year Estimate

years later. However, even median wages earned five years after exit are lower than the living wage for all three household configurations listed. Although some massage therapists do work in other areas to augment their income, as mentioned previously, the majority (63%) of therapists earned all their annual income from practicing massage therapy in 2019.

Figure 15 contains BLS (2019) data for the Salinas area and California EDD (2020) data for Monterey County. It contains the same reference lines using more recent living wage data for Monterey County from the 2021 Massachusetts Institute of Technology Living Wage Calculator²⁰. Both BLS and California EDD median salaries (\$30,810 and \$31,736, respectively) are below all living wage reference lines.

MIT living wage calculations are significantly higher than those from the Insight Center. Some major differences between the two calculators are:

- MIT living wage calculations are updated every year (current calculator is for 2021, based on 2019-2020 data); whereas the Insight Center updates about every 4 years (current calculator is for 2018, based on 2017 data). During those three years, costs have increased.
- Childcare costs: As of 2020, MIT uses county-specific data; Insight Center uses state data rates.
- Telecommunications composition: MIT now includes portable telecommunications (cellular and broadband) since in 2010 it was determined that half of the population had cell phones and the percentage continues to rise. The Insight Center “Miscellaneous” category includes “telephone”, which is likely to still be landline. Insight Center documentation states that “Miscellaneous expenses are calculated by taking 10% of all other costs. This percentage is a conservative estimate in comparison to estimates in other basic needs budgets, which commonly use 15% and account for other costs such as recreation, entertainment, savings, or debt repayment.”
- Civic engagement: MIT noted that for the past 10 years, civic engagement expenses became a regular expense for households according to the BLS Consumer Expenditure Survey; they included this measure in the 2020 calculation. Notable expenses in this category include pets, reading material, movie and museum attendance, children’s sports, clubs, and outdoor recreation activities.

Based on the information depicted in Figures 14 and 15, a massage therapist is not expected to earn a living wage for years after exit. Median massage therapy wages did not meet a living wage for any of the household configurations reviewed. It is likely that students starting off in the massage therapy profession would need to supplement their income (as some current massage therapists do) to make a living wage in a reasonable period of time.

16. **Outside accreditation, licensing, or certification issues** – MPC’s program meets the criteria specified by the California Massage Therapy Council (CAMTC) and is an approved CAMTC school. Currently, the

²⁰ Living Wage Calculator, Department of Urban Studies and Planning, Massachusetts Institute of Technology, 2021.
<https://livingwage.mit.edu/counties/06053>

State of California does not license massage therapists. There are no known issues with MPC students who have completed the curriculum obtaining certification.

17. **Regional issues (such as duplication of programs and enrollment/demand trends.)** – MPC is the only community college in the SC-Monterey sub-region to offer a Massage Therapy program. According to MPC Counseling, “The closest community college that I know of that offers massage is Skyline College. That means without MPC's program, students on the CA Central Coast would have to seek out private massage therapy programs, which can be quite expensive. MPC offers Financial Aid to students, which can make a profound difference to a student, allowing them to learn new career skills that may otherwise be outside of their reach.”

Examples of charges for private local massage schools include the Monterey Institute of Touch in Carmel (\$6,800 for 500 hours) and the Cypress Health Institute in Santa Cruz (\$7,500 for 555 hours). As mentioned previously in the Labor Market/Occupational Demand section, the job gap analysis does not include the number of students seeking employment after completing private school training.

The AMTA 2020 Research Report states that across all schools, the average number of graduates was 37 per year (average of 20 in public institutions) in 2019. Fifty-nine percent of schools offered financial aid and 91% offered some sort of job placement services. Fifty-six percent of schools have a placement rate of over 80%. According to MPC Counseling, a large portion of MPC massage therapy students do receive financial aid that covers tuition at a minimum. In addition, as mentioned previously, contacts between MPC faculty and local spas facilitate job placement for some students.

Regarding regional competition for massage services, there are differing perspectives on whether local “\$25-per-hour spas” compete with MPC’s Massage Lab services. According to the 2016-2017 Academic Affairs Program Review, “Before the \$25-per-hour ‘spas’—Happy Feet Spa and CumFOOT Spa, for example—started proliferating in our area, our Massage Lab was very busy, and we used Lab income to purchase equipment, learning materials, and to help pay instructor salaries. Unfortunately, Lab clientele and the attendant income we could rely on previously diminished significantly. We responded recently by lowering the price of Lab massages, which seemed to help.” On the other hand, the discipline’s Advisory faculty member points out that those “spas” are not a direct competitor to the Massage Lab as they focus on trigger points, and do not provide a true spa experience.

18. **Curriculum and industry standards** – MPC’s program meets the criteria specified by CAMTC and is an approved CAMTC school.
19. **Licensure issues (example: Low nursing exam pass rates)** – Currently, the State of California does not license massage therapists.

Summary:

Although in prior years there was a notable decline in Massage Therapy course enrollment, from Summer 2017 through Spring 2020, the enrollment trend remained roughly flat. Attracting students has been identified as an ongoing issue at MPC as well as at massage schools throughout the country. Retention rates between Fall 2016 and Fall 2019 varied between 66% and 96% while success rates ranged from 66% - 94%; both showed a general decline over time, particularly during Fall terms. During the three years, 38% of scheduled classes were cancelled; the primary known reason was low enrollment. MPC has recently reworked the program schedule to reduce the time to complete a certificate to two semesters (Fall and Spring). The impact of the schedule change is currently unknown due to the impact of COVID-19 during 2020. Productivity as measured by the FTES/FTEF ratio for Massage Therapy was consistently below 10, except for a 12.39 in Fall 2019. MPC is the only college in the region that issues awards in Massage Therapy and has given 26 Massage Therapy awards recognized by the Chancellor's Office over the past three years: 19 ASs and 7 COAs. Although the Labor Market Report showed a predicted regional annual gap of 29 massage therapy positions, the ratio of annual job postings to predicted openings between September 2018 and August 2019 was only 56%. Additionally, the gap analysis does not include students who complete training at local private institutions. AMTA 2019 data suggest that full-time employee gross average annual wages are the highest (\$36K), followed by sole practitioners (\$30.2K). Massage therapy workers are characterized as having a high rate of self-employment, varying from 35% to 76% depending on the data source. Based on AMTA surveys, working massage therapists have a different profile from MPC massage therapy students: working therapists tend to be significantly older females (median age = 47, 88% female) pursuing a second career. The most recent Launchboard data (from 2015-2016) shows a median annual salary of \$15.3K for massage therapy students 2Q after exit in the SC-Monterey area. Data from the Chancellor's Office (Salary Surfer) show that median wages increase with increasing years of experience, however, median wages earned up to five years after exit (\$25.7K) remain lower than the living wage for all three household configurations listed for the Monterey region by the Insight Center. More recent regional BLS and EDD data also show that median salaries (\$30.8K and \$31.7K, respectively) are lower than the living wage for the same three household configurations using the MIT 2021 living wage model.