

**Student Affairs**  
**Departmental Goals and Assessment Plans 2016 – 2017**

**Department Name:** Center for Health & Counseling – Massage Services

Departmental Goals for 2016-2017(not all of these have to be assessed)

1. Provide more chair massage opportunities for students, including Center for Health & Counseling events, workshops, athletic games, athletic teams, and additional opportunities in collaboration with other departments.
2. Develop educational marketing promoting the benefits of massage.
3. Develop and present workshops on stress management through massage (foam rolling technique), injury prevention, and aromatherapy.
4. Collaborate with other departments to provide massage services and education to students, staff and faculty.
5. The Center for Health & Counseling Massage Services will assess clients' needs and satisfaction of massage services and the correlation of massage services and stress management linking to student participation and completion.

**Project (Assessment) Title: 2016-2017** The Center for Health & Counseling Massage Services will assess clients' needs and satisfaction of massage services and the correlation of massage services and stress management linking to student participation and completion.

Strategic Goal:

Achieve Equity in Student Participation/Completion

- The Center for Health and Counseling Massage Services will be focused on providing accessible and inclusive services to SLCC students that will elevate them in achieving student participation and completion.

Methodology (Plan/Timeline/Method):

The Center for Health & Counseling Massage Services assessed clients' needs and satisfaction of massage services and the correlation between massage services and stress management that link to student participation and completion.

In the Center for Health & Counseling program review, conducted in 2014-2015, one of the recommendations was to conduct a needs assessment surveying the students' needs, desires, and interests and how the services aid in retention, student participation, and completion. According to the American College Health Association's (ACHA) – National College Health Assessment II administered to SLCC students in spring 2015, students reported that within the last 12 months that stress (27.3%), sleep (19.8%), anxiety (19.3%), and depression (14.7%) were of the top five factors "...affecting academic performance, defined as: received a lower grade on an exam, or an important project; received a lower

grade in the course; received an incomplete or dropped the course; or experienced a significant disruption in thesis, dissertation, research, or practicum work.” We have assessed the correlation between two of the four factors that lead to poor academic performance: stress and sleep, and how massage services can improve these factors.

During the first two months of fall semester (September – October), the massage unit developed a client satisfaction and needs assessment survey for clients to complete before and after their massage. The survey focused on the following areas of customer service, bodywork, stress, depression, and anxiety reduction levels, and any stress management education received during or after the massage. A follow-up survey was sent electronically to students who received a massage to assess the lasting effects of stress reduction, improvement in sleep quality, ability to concentrate on academics, improvement in study habits and/or grades, and engagement or participation in returning to the Center for Health & Counseling to receive additional resources. The survey was distributed in November and continued through May 5. No incentives were offered for participation in the follow-up electronic survey. We utilized Campus Labs to administer our electronic survey. Survey data was compiled and assessed the second week of the semester.

We did experience a setback with the electronic web survey. We received a report in April from a client who attempted to take the survey and received an error message. Campus Labs was called to inquire why the web link did not work. A representative informed us that Campus Labs system upgraded their website on January 1. All survey links created by their system were to be redirected to a new site. We sent an additional email to all massage clients between January and April thanking them for taking the survey and asked them to take it again if they have not or received an error message.

By providing massage clients with a service satisfaction evaluation, we seek to enhance the massage services offered to our students and to improve the factors that lead to poor academic performance. The outcome measures from this assessment will help to determine future assessments.

### Results/Findings

The client satisfaction survey was used to measure the initial benefit of massage services and the effectiveness of the massage therapist at the Center for Health & Counseling. From November 1 – April 28, 2017, there were approximately 471 massages provided to students, staff, and faculty. The client satisfaction survey was given to clients on their first visit; therefore, clients who scheduled more than one appointment were not asked to complete the survey again. There were 202 pre-massage surveys completed. There were 195 post-massage (immediately after) surveys completed. Fifty-seven clients completed the electronic post-survey follow-up. Several clients did not want to participate in the survey. Our response rate for the immediate pre and post survey was approximately 42% (pre) and 41% (post), with a 12% response rate for the electronic follow-up.

Clients were asked to complete a survey upon check-in for their massage appointment. The survey was returned completed to the front desk receptionist. After the client’s hour massage session, they were asked to fill out a post-massage survey regarding their experience and the massage therapist. The client was given notification that the Center for Health & Counseling would be emailing them in a week to follow-up with an additional survey regarding their experience with massage. There were five questions asked in the pre survey, seven questions on the post survey, and seven questions on the electronic follow-up survey.

From the data, the massage therapists are very understanding of the clients' needs and in orienting them to the massage session. From the feedback received on the survey, clients were very grateful for the work the massage therapists provided. The massage therapists understood the clients' needs and they did their best to provide a very relaxing massage. From the clients' comments, the massage therapists provided great bodywork!

#### Pre – Massage Survey

Demographically, 99% of those who completed the survey were students. Seventy-one percent were taking less than 12 credits. Forty-four percent of those who completed the pre-massage survey rated their stress and/or pain level at a four or higher on a Likert scale of 1-5. One hundred percent of those surveyed stated stress relief was one of the reasons why they sought massage therapy; 62% of those surveyed stated pain management as a reason for seeking massage therapy; 27% sought massage therapy due to injury/increased physical activity. Eighty-nine percent of those surveyed stated that their reason for seeking massage therapy affected their academic performance and/or work. Eighty-six percent of respondents considered massage therapy to be an important part of their health regimen.

#### Post – Massage Survey

Of those who participated in the post survey, 100% stated the quality of the massage met their expectations. Regarding the assessment of the massage therapist, 100% of those surveyed said their massage therapist understood their needs. When asked if the client could better manage their stress and/or pain now, after receiving a massage, 98% of the respondents answered yes. Seventy-nine percent of respondents answered they felt relaxed or very relaxed when asked to rate their stress and/or pain level after receiving a massage. After their massage session, when asked if they considered massage therapy an important part of their health regimen, 98% of the respondents answered yes. When asked, "What is the best way to give you after-care information so that they would be able to retain it?" 28% answered handouts, 51% answered email, 7% answered poster, and 43% answered verbally. One hundred percent of the respondents answered yes to recommending the Center for Health & Counseling Massage Services to others.

#### Follow-up Survey

An email was sent one week after the clients' massage sessions assessing the post benefits of massage. Eighty-two percent of the respondents answered their stress and/or pain levels were low or very low within 24-48 hours after receiving a massage. When asked how long did the client feel the benefits of massage, 72% responded they felt the massage 1-2 days after the massage, 25% felt the benefits 3-7 days after the massage, 3% responded they felt the massage two or more weeks after the massage. Eighty-nine percent responded they were better able to concentrate on their academics after receiving a massage. When asked if they were able to sleep better after receiving a massage, 88% of respondents answered yes. Seventy percent of respondents answered yes when asked if their academic performance has improved after receiving a massage. Of those who responded to the survey, 58% said they would plan to receive another massage with the Center for Health & Counseling and 35% said they would receive another massage within 2 – 4 months. One hundred percent of respondents answered yes to recommending massage services at the Center for Health & Counseling to other students, staff or faculty at SLCC.

### Actions Taken (Use of Results/Improvements)

Results from the survey show that the majority of students feel that receiving a massage improved their academic performance. Stress was the main reason students sought massage therapy and the number one academic impediment to academic success or performance. Eighty-two percent of students felt low and very low stress levels after their massage, which can improve concentration and ability to be academically engaged and perform well. With this knowledge, our goal would be to promote massage services so more students have the opportunity to reduce their stress levels, therefore promoting academic success.

According to the ACHA-NCHA II data from spring semester of 2015, sleep was the third reason why students did not succeed academically. With 88% of respondents answering they slept better after receiving a massage, and 89% of the people stating they were better able to concentrate on their academics after a massage, it leads us to believe that when students are well rested, they perform better in their academics.

We would promote these benefits through outreach efforts – verbally informing students of massage services as well as providing handouts. We would also promote massage services and the benefits via email as 51% of respondents stated they would like to receive information electronically.

We would like to promote the massage benefits to all students and further assess the correlation between massage and depression, anxiety levels, reduction of fatigue, and engagement or participation increase in academics or additional resources provided by the Center for Health & Counseling and SLCC. We would propose to do the aforementioned by providing a survey assessing mental health status before and after the massage and any correlation from the massage and mental health improvement to improvement in academics.

Other (Graphs from electronic follow-up)

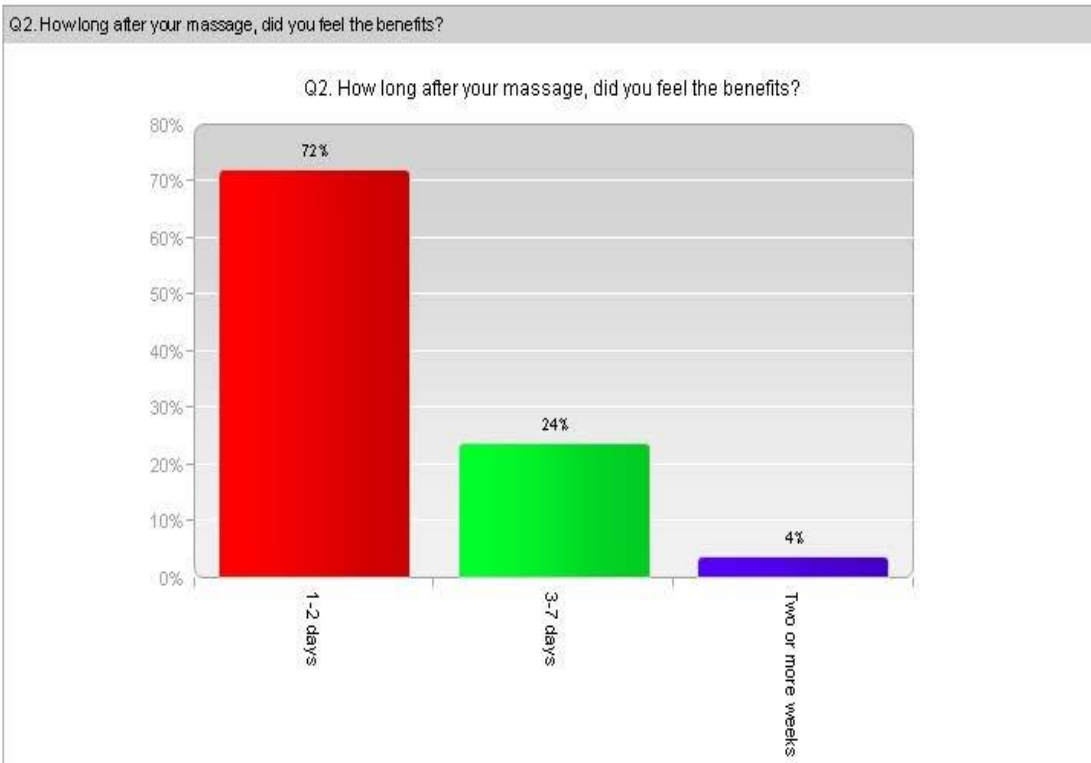
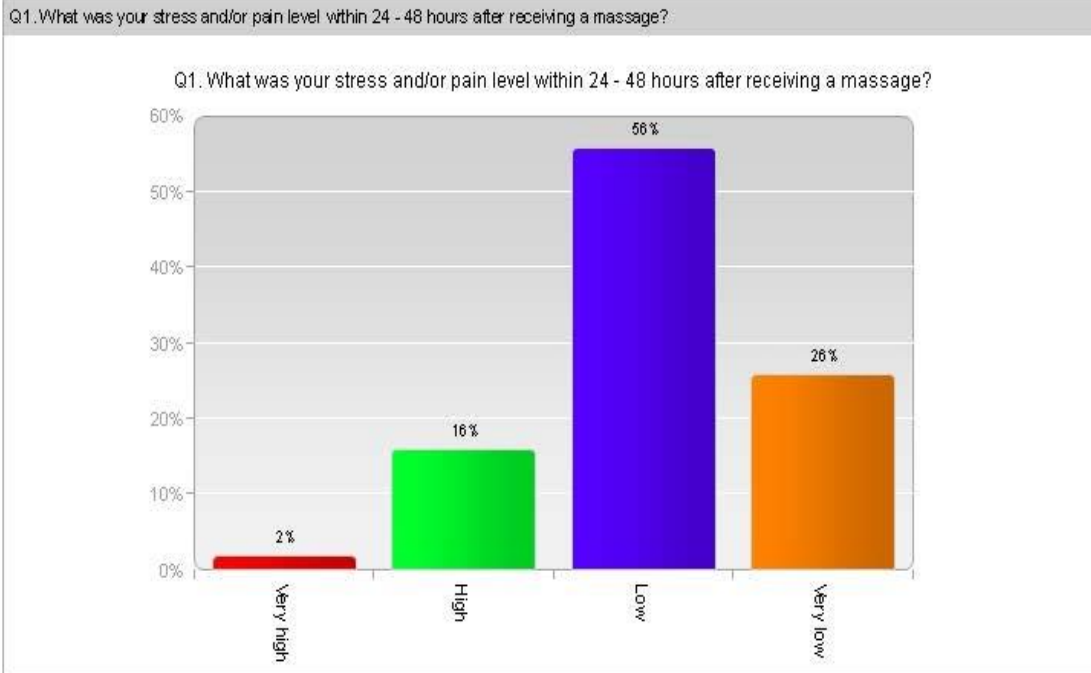
**Message Assessment Post-Survey Follow-up**

**Description:**

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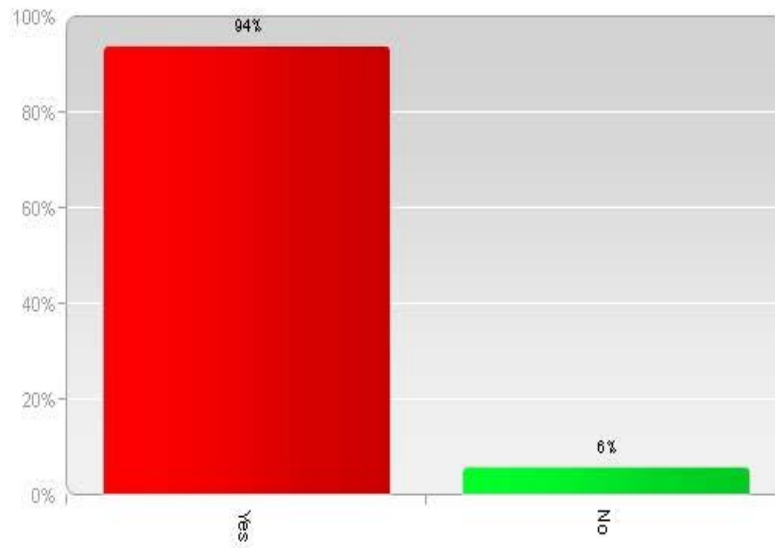
**Date Range:** 11/26/2016 12:00:00 AM - 5/5/2017 11:59:00 PM

**Total Respondents:** 57



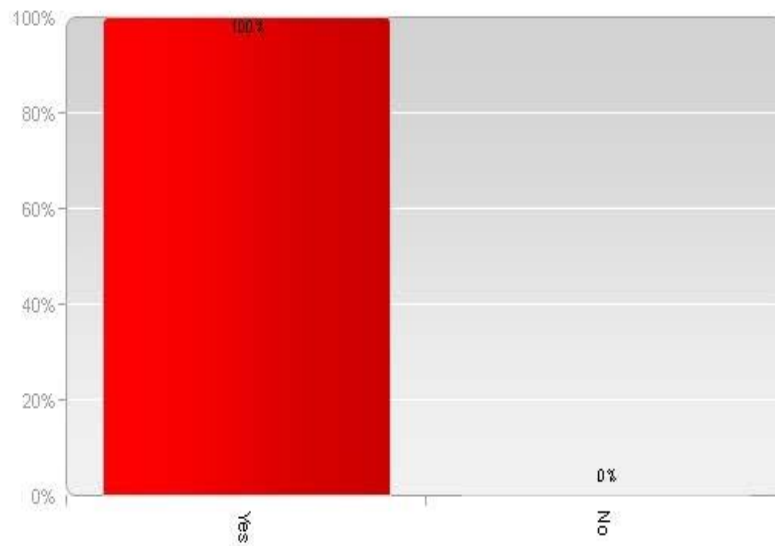
Q3. Do you feel you were better able to concentrate on your academics after receiving a massage?

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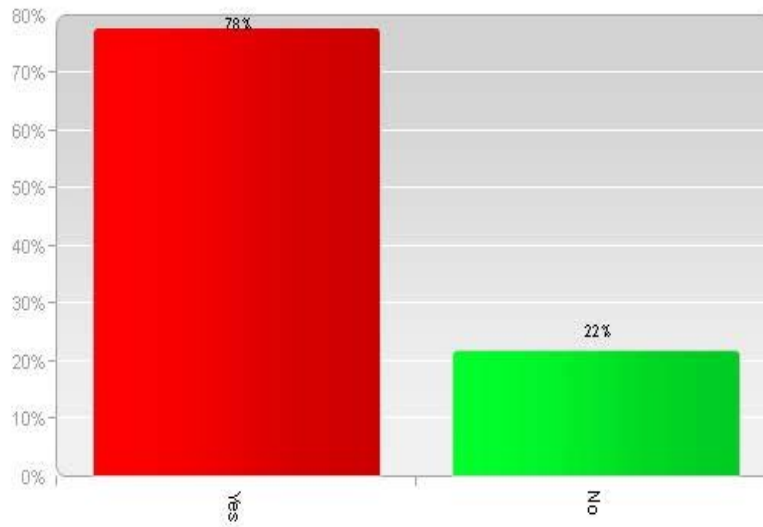
Q4. Do you feel you were able to sleep better after receiving a massage?

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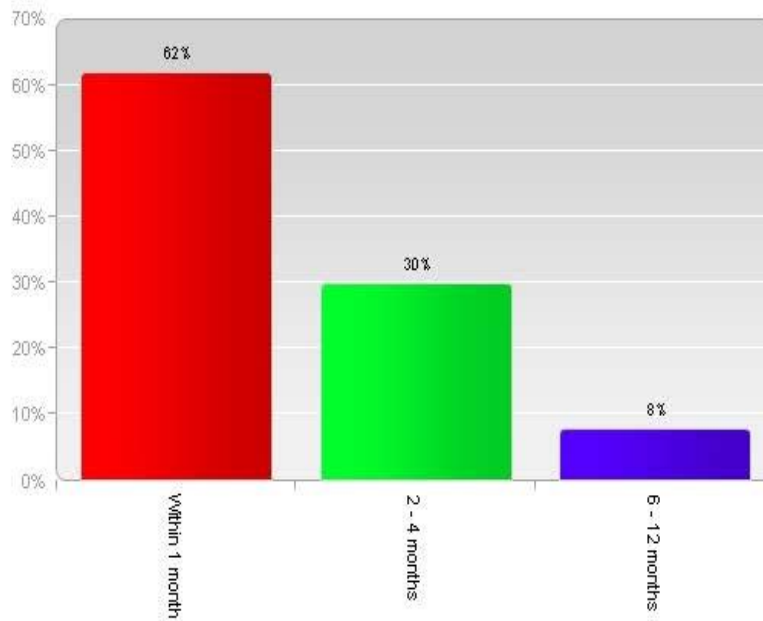
Q5. Do you feel your academic performance has improved after receiving a massage?

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Q6. When would you plan to receive another massage with the Center for Health & Counseling?

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Q7. Would you recommend massage services at the Center for Health & Counseling to other students, staff or faculty at SLCC?

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