

MINUTES

Medical Assistant Technology Program
Kalamazoo Valley Community College
Advisory Board Committee Meeting
October 25TH 2023 6:00pm, TTC 7334

Present: Dee Loucks, Ken Brink, Benjamin Herbert, Amy Murray, Cindy Welch, Jill Vroegindewey, Natalia Carvalho-Pinto. Recording: Cathy Colella

1. Welcome: Dee Loucks called the meeting to order. Members introduced themselves.
2. Dee Loucks reviewed new aspects of the programs and submitted a supplemental document that described the updates as well.:
 - No more non-electronic administrative skills. Bronson Hospital is paying interns - \$15.00. The group was receptive and positive. However, there are some concerns regarding students who will not stay on long term. Jill recommended contacting Linda Hutchinson at Bronson to further discuss policy and practice.
 - Reading food labels
 - Communicating with different age groups
 - Identifying appropriate vaccines
 - Participating telehealth
 - Explaining EOBs to patients
 - Beauty and Barber Program coming soon.
 - Ben Herbert reviewed what he knew about the program, including credentialing for opening their own business.
 - Amy Murray talked about Taps on Tuesdays, Havremill Café and the 418 Restaurant. Amy will send out information to committee
 - Amy Murray discussed holistic admissions (previously the admissions process was highly weighted toward GPA). Including a questionnaire that explores why they are interested in the program. There is a rubric that adds up 100 points that. 50 GPA/40 GPA and 10
 - Ben Herbert (Career Pathway Advisor) talked about students who would want to take the first step and then look at getting licensed later on. Ben has been holding special advising workshops.

3. Dee Loucks reviewed outcomes current students 13 students (maximum 24-25). Retention rate is 95%. Only one student didn't stay in the program due to the amount of pay. Exam pass rates are 100%. Hospitals do not require CMA exams currently.
4. Jill and other members discussed CMA certificate versus Licensure (which would be mandated by the State of Michigan). Jill mentioned that the certification would be grandfathered into a Licensure. Jill indicated that Licensure is close. The group agreed that this would be extremely positive for the CMA program in terms of pay.
5. Retention of part-time students is more challenging. Dee Loucks talked about recruiting in high schools through KRESA.
6. Natalia gave an example of a 17-year student who is living on her own and would like to be a nurse. The student talked about Medical Assisting first, before nursing. She also shared regarding a Kalamazoo Promise student who needed to use her promise funds and the MA program.
7. Dee spoke about marketing and recruiting. information session recently where 18 potential students and how well it went. Ross Medical is a competitor who is a half-online. Dee is talking about adding some online but the important the in-person experience is vital.
8. Ben talked about the stigma for the Medical Assisting program. Rebranding the program could be critical. Ben also mentioned that students were presenting professionally.
9. Natalia mentioned the national average retention rates are better than national trends. Natalia also recommended that the program partner with Promise Services. The Promise expires after 10 years (they have to be complete their program). Dee is scheduled to go to and speak Kalamazoo Promise Services.
10. It was recommended that information on the Café and Restaurant be sent to committee members. It was also recommended that we ensure all of the members receive invites to the meetings are there appears to be some intermittent issues with invitations.

Dee Loucks thanked the group for coming to the meeting.

The meeting adjourned at 7:12pm