



Workforce Connection
of Central New Mexico
**Training and Service Provider
Committee**

Virtual
Thursday, September 23, 2021
1:00 pm

AGENDA

1. ETPL Report
2. Toni & Guy
3. Albuquerque School of Healing Arts
4. Committee Discussion
5. Adjourn

Next Meeting – Thursday, November 18, 2021

The Training and Service Provider Committee will review and make recommendations to the Executive Committee and or Full Board on matters related to WCCNM's training and service provider program.

ETPL REPORT - PY 2021

(Report Updated: September 23, 2021)

ADULT/DISLOCATED WORKER PROGRAM

PROVIDERS	Number of Participants	Funding Expended this PY	Avg. Cost Per Participant
AMERICAN INSTITUTE OF DENTAL ASSISTING	2	\$ 10,000.00	\$ 5,000.00
AYURVEDIC INSTITUTE	9	\$ 47,685.00	\$ 5,298.33
BROOKLINE COLLEGE	10	\$ 68,766.91	\$ 6,876.69
CAREER STEP	0	\$ -	#DIV/0!
CARRINGTON COLLEGE	4	\$ 32,173.60	\$ 8,043.40
CNM	0		#DIV/0!
CNM INGENUITY	9	\$ 47,685.00	\$ 5,298.33
COOPERATIVE EDUCATIONAL SERVICES	1	\$ 750.00	\$ 750.00
CULTIVATING CODERS	0	\$ -	#DIV/0!
EC - COUNCIL UNIVERSITY	0	\$ -	#DIV/0!
INTELLITEC	13	\$ 96,848.60	\$ 7,449.89
NATIVE NATIONS CDL	0	\$ -	#DIV/0!
NEW HORIZONS	0	\$ -	#DIV/0!
NM INSTITUTE OF DENTAL ASSISTING	3	\$ 28,400.00	\$ 9,466.67
NORTHERN NM COLLEGE	1	\$ 1,220.56	\$ 1,220.56
PARADISE CRAINE CONSULTANTS LLC	0	\$ -	#DIV/0!
PHOENIX TRUCK DRIVING SCHOOL	20	\$ 71,282.50	\$ 3,564.13
PIMA	0	\$ -	#DIV/0!
SAN JAUN COLLEGE	0	\$ -	#DIV/0!
UNITED TRAINING ACADEMY	5	\$ 36,000.00	\$ 7,200.00
UNIVERSAL CARE HOME HEALTH	0	\$ -	#DIV/0!
UNM DIVISION OF CONTINUING EDUCATION	2	\$ 6,895.00	\$ 3,447.50
UNM VALENCIA	2	\$ 1,079.00	\$ 539.50
Total	81	448,786	\$ 5,540.57

Total ITA's in Priority Industries:

81

ADULT/DW Training Goals (Highlights):

INTELLITEC

Medical Assistant - 2
Massage Therapy - 4
Automotive Technician - 6
Medical Billing & Coding - 1

CNM INGENUITY

CDL Truck Driver - 6
Deep Dive Fullstack - 3

DISLOCATED WORKER GRANT

CNM INGENUITY	5	\$	37,475.00	\$	7,495.00
Total	5		37,475	\$	7,495.00
Total ITA's in Priority Industries:	5				

CNM INGENUITY - HIGHLIGHTS:

Deep Dive Fullstack - 5

YOUTH PROGRAM

PROVIDERS	Participants	Expended this PY	Funding Per Participant
AMERICAN INSTITUTE OF DENTAL ASSIST.	3	\$ 15,000.00	\$ 5,000.00
CARRINGTON COLLEGE	0	\$ -	#DIV/0!
CNM	0	\$ -	#DIV/0!
CNM INGENUITY	1	\$ 1,599.00	\$ 1,599.00
INTELLITEC COLLEGE	0	\$ -	#DIV/0!
NM INSTITUTE OF DENTAL ASSISTING	3	\$ 21,300.00	\$ 7,100.00
PHOENIX TRUCK DRIVING SCHOOL	0	\$ -	#DIV/0!
PIMA	5	\$ 45,000.00	\$ 9,000.00
Total	12	\$ 82,899.00	\$ 6,908.25
Total ITA's in Priority Industries:	12		

YOUTH Training Goals (Highlights):

PIMA

Dental Assistant - 1
Medical Assistant - 3
Radiography - 1

Make-Up Artistry course-Film and Television

Combining both Theory and Practical experience, this Make-Up Artistry course is designed for those interested in working as a film/tv industry make-up professional. Learning the history of the Film/TV and character appearance development is the foundation of this course.

The program not only trains you to be an exceptional make-up artist, but also incorporates the Film and TV's industry needs for professional make-up execution.

Learn how to create period make-up from the 1800s to 2020 using TV and film character referencing and specialized techniques with a strong [emphasis](#) on high definition detail for the camera.

You will learn techniques in natural application, evening application, camouflage, corrective, character, high-definition photography, editorial, glamour, bridal high definition TV, Film, and theater. You will also learn to use and create special effects make-up for zombie, injuries, and everything black and blue!

Professional career development workshops are offered that include Union requirements, film/TV set etiquette, portfolio creation, resume writing, job searching, interviewing skills.

If interested in obtaining a license, students must meet the necessary requirements from the New Mexico Board of licensing and regulations in Ethnology theory sciences, sanitation, and other topics which are offered in the course.

Duration: 6 months /600 hours

Schedule:

Monday/Tuesday/Wednesday 8:30- 6pm

Tuition: 8000

Kit: \$1500 (includes color make-up kit, special effects Make-up, tools, airbrush and books.

Hairstyling course-Film and Television

Combining both Theory and Practical experience, this Hairstyling course is designed for those interested in working as a film/tv industry hairstyling professional. Learning the history of the Film/TV and character appearance development is the foundation of this course.

The program not only trains you on the exclusive cut and coloring techniques needed on any film or TV set, but also incorporates the Film and TVs industry needs for professional hairstyling execution.

Learn how to create period hairstyles from the 1800s to 2020 from pin curls, to finger waves, to zombie hair with a strong [emphasis](#) on high definition detail.

You will learn techniques in wig making, wig cutting and coloring, specialty up-dos, extension, special effects in hair and more.

Professional career development workshops are offered that include Union requirements, and film/TV set etiquette, portfolio creation, resume writing, job searching, interviewing skills,

If interested in obtaining a license, students must meet the necessary requirements from the New Mexico Board of licensing and regulation in theory sciences, sanitation, and other topics which are offered in the course.

Duration: 9 months /1200 hours

Schedule:

Tuesday/Wednesday/Thursday from 8:30-7pm or
Tuesday-Saturday 8:30pm-4pm

Tuition: 12, 000

Kit: \$3000 (includes hair kit (mannequin heads, wigs, extensions), styling kit (tools) , learning management system and cut and color app.

Albuquerque School of Healing Arts Holistic Massage Therapy Training Program

Albuquerque School of Healing Arts is women-owned and the only independent, local massage therapy school in Albuquerque, NM. We provide an affordable, 9-month program of study with natural therapeutics at the core of the curriculum. Our base tuition rate is \$9,750.00 for a 750-hour training program over a 9-month period. An ASHA education satisfies the growing needs of our community and features local expertise with an emphasis on health and wellbeing. Our committed instructors are practicing professionals in a wide range of bodywork modalities inspiring our graduates to be highly skilled, compassionate, licensed massage therapists. We have nearly 40 years combined experience in holistic practices, and at ASHA we share this wealth of knowledge, empowering others to achieve their personal and professional goals.

With the closure of so many local schools over the last several years and with the interruption of education in this field due to COVID-19, there is a severe shortage of Licensed Massage Therapists in New Mexico at the present moment. The demand in the industry for skilled professionals is very high, but the supply is low. ASHA aims to fill that gap by providing a comprehensive and well-rounded training program that will prepare individuals to pass state licensing requirements and enter the work force in less than a year's time. We have spoken to several spa and resort owners that are actively seeking to hire multiple massage therapists in several locations throughout the state. There are just simply not enough LMTs to fill this demand. By becoming an Approved Training Provider, ASHA will be able to assist those individuals seeking careers in the growing and in-demand field of massage therapy.

State of New Mexico

REGULATION & LICENSING DEPARTMENT

Massage Therapy Board

Albuquerque School of Healing Arts, RMTS

Massage Therapy School



This is to certify that the above named school has fulfilled the requirements as prescribed in the Massage Therapy Practice Act (61-12C-1 to 61-12C-28) regulating instruction of massage therapy and is hereby authorized to provide massage therapy instruction under the registration category named above.

Registration Number: SMT049

First Issue Date: 05/17/2021

Expiration Date: 10/31/2021

Albuquerque School of Healing Arts, RMTS

4600 Copper Ave. NE

Albuquerque, NM 87108

Owner's Name: Sarah Ferrell & Laura Freed, Directors

THIS REGISTRATION MUST BE CONSPICUOUSLY POSTED AT THE SCHOOL

Laura J Freed

1337 Wellesley Dr NE, Albuquerque, NM 87106

505-417-5039

ljfturtle@att.net

Objective

To work collaboratively with Sarah Ferrell, Co-Founder and Co-Director of Albuquerque School of Healing Arts to create the leading institution in Albuquerque providing high-quality, affordable, holistic training to aspiring massage therapists and bodyworkers. To provide unique and highly effective advanced training to established licensed massage therapists in New Mexico and beyond. To enhance and grow ASHA's brand and presence in the local and regional community of natural healers. To work alongside trusted team members to generate goals and implement action plans to meet the school's marketing, recruitment, and enrollment needs. To be an integral member of ASHA's leadership team to ensure the school's continued success in the future.

Experience

Co-Founder and Co-Director, Albuquerque School of Healing Arts

12/20- present

Working in concert with fellow Co-Founder and Co-Director, Sarah Ferrell, formed and launched Albuquerque School of Healing Arts. Serve as Head of Admissions and Student Enrollment, Curriculum Development and Course Scheduling, Student Recruitment and Event Planning, Legal Liaison, Management of Contractual Agreements, Crowdfunding, Website development and Marketing

Small Business Owner--Licensed Massage Therapist

2/99 - present

Currently owns and operates a private massage therapy practice at various locations in Albuquerque. Responsible for all of the marketing, bookkeeping and management of my own business.

Massage Therapist/Educator/Trainer at Betty's Bath and Day Spa

9/09 – 9/19

Served as a member of the Leadership Team to preserve and promote the Betty's brand through consistent training and implementation of Best Practices. Served as a mentor to all new hires. Provide welcoming orientation to operating procedures and general Betty's culture. Performed spa training and any other on-going protocol training necessary to all new therapists. Served as point of contact during the first several months of hiring for all new therapists. Coordinated continuing education opportunities for all therapists. Developed monthly specials and write protocol for treatments and packages provided at the spa that reflect the mission of the company and enhance the brand.

Parent/Teacher Association President, Builder's Committee member , Escuela del Sol

8/04 – present

Chaired and Co-chaired several committees. Oversaw the successful running of school-wide and community-wide events, including major fund-raising events for Escuela del Sol and the Harwood Art Center. Worked closely with faculty and staff in many capacities as well as the parent community. Authored By-laws for the Parent/Teacher Association for EDS. Met regularly with both the Head of School and the Assistant Head of School. As a member of the Builder's Committee, assist in developing and executing a major campaign for capital improvements and expansion of key programs at EDS Montessori School.

Lead Instructor at New Mexico School of Natural Therapeutics**11/99 – 6/08**

Developed and wrote curriculum and taught coursework in Pregnancy and Infant Massage, Natural First Aid, Homeopathy, and Specialized Massage Techniques. Worked with fellow faculty members to host successful open houses to recruit future students. Collaborated on overseeing and running mandatory student clinics.

University of New Mexico – Department of Biology**9/95 – 7/97**

Program Administrator for a Howard Hughes Grant program for undergraduate study in Biology. Worked closely with UNM Biology faculty in selecting current UNM students to work in several laboratories within the Department during the academic school year. Actively recruited students from other colleges and universities to UNM's summer undergraduate studies program. Aided UNM students majoring in Biology in finding suitable summer study and internship opportunities at other colleges and universities. Oversaw the accounts for the Howard Hughes Program, including ordering necessary laboratory supplies and issuing student stipends. Worked collaboratively with staff and faculty of UNM's Biology Department to make the Howard Hughes Undergraduate Studies Program a successful and rewarding experience.

Education**California Center for Homeopathic Education****1/07 – 11/08**

Twenty-two month intensive education in the Vital Sensation Method of Classical Homeopathy developed by Dr. Rajan Sankaran

New Mexico School of Classical Homeopathy**8/01 – 6/03**

Twenty-two month intensive education in Classical Homeopathy developed by Dr. Samuel Hahnemann

New Mexico School of Natural Therapeutics**8/98 – 1/99**

750 hour program in the study of Human Anatomy and Physiology, Massage Therapy, Polarity Therapy, Shiatsu Therapy, Herbology, Aromatherapy and other related natural therapeutics coursework. Awarded degree of **Natural Therapeutics Specialist.**

Connecticut College**B.A. Biology / English 1991**

In addition to my studies in Biology and English, I worked in the Admission Department giving campus tours to prospective students and their families. I also worked at the college switchboard taking messages and directing incoming calls to the college.

Skills

Strong organizational, writing and public speaking skills. Strong interest and passion for community development and engagement. Long-time passion and demonstrated excellence in teaching, particularly in the areas of massage therapy, basic homeopathy, and related natural therapeutics subjects. Excellent at working on teams with colleagues in organizing events and making presentations. Proven leadership skills.

SARAH E FERRELL

4423 San Isidro St NW Albuquerque, NM 87107

505.250.8049 sferrell7@gmail.com

OBJECTIVE

To work collaboratively with Laura Freed, Co-Founder and Co-Director of Albuquerque School of Healing Arts to create a local, independent, women-owned massage school. To provide high quality, affordable, holistic based training to aspiring bodyworkers as well as advanced training in the form of Continuing Education credits to established, licensed LMTs. To bring a thriving Student Clinic to Albuquerque where students can gain hands-on experience while providing skilled, low-cost bodywork to our community.

EXPERIENCE

Co-Founder and Co-Director, Albuquerque School of Healing Arts

12/20-present

- Budget and Cash Flow management
- Liaison to CPA and Bookkeeping
- Website development and maintenance
- Management of employees and ICs
- CEU and Workshop development
- Student enrollment, student relations
- Marketing
- Scheduling

Small Business Owner and Licensed Massage Therapist, Harmonic Body LLC

2005-present

- Licensed Massage Therapist #4991, Certified Core Synchronism Practitioner, Natural Therapeutics Specialist providing individual treatment to 15-18 clients per week.
- Instructing Yoga sessions for clients and small groups
- Scheduling, marketing, bookkeeping. Located at Calle Ocho Therapies 2008-2020

Clinic Co-Director, Calle Ocho Therapies

2008-2020

- Manage 4-6 renters
- Coordinate use of 3 treatment rooms
- Create and enforce rental agreements

- Promote peace and unity within space, resolve rental and interpersonal disputes
- Coordinate maintenance of physical property, payment of rent and utilities

Airbnb Superhost, Moonrise Loft

2019-present

- Correspondence and communication with guests
- Calendar Management
- Cleaning and Maintenance
- Bookkeeping and Accounting

Director and Owner, Harmonic Kids Music Together Family Classes

2016-2019

- Created and managed website
- Managed Independent Contractors (Instructors, Admin assistant)
- Generated and managed enrollments of up to 50 families per season
- Handled billing, accounting, payroll
- Coordinated scheduling of classes at four locations
- Taught 2 classes per week

Betty's Bath and Day Spa

2005-2014

- Independent Contractor, Licensed Massage Therapist

EDUCATION

SWEAT YOGA SCHOOL

2016

200 Yoga Teacher Training Certification, Yoga Alliance Certified

NEW MEXICO SCHOOL OF NATURAL THERAPEUTICS

2004

800 hour program in the study of Human Anatomy and Physiology, Massage Therapy, Polarity Therapy, Shiatsu Therapy, Herbology, Aromatherapy and other related natural therapeutics coursework. Awarded degree of **Natural Therapeutics Specialist**

INDIANA UNIVERSITY- BACHELOR OF ARTS

1999

Anthropology Major, Spanish Minor, Phi Beta Kappa Honors

VOLUNTEER WORK

Americorps, 21st Century Scholars, Indiana- First Generation College-Bound Youth
2002-2003

CoCoDa- Desarrollo Micro-Empresa de Mujeres- Guatemala y El Salvador Summer
1997

Bloomington-Posoltega Sister Cities Volunteer Exchange, Posoltega, Nicaragua Summer
1996

SKILLS

Excellent Communication Skills

Responsible, efficient, diplomatic

Compassionate, active listener

Strong awareness to detail

Flexible, team-oriented

Transparent, fair, optimistic

Social Justice promoter

Wife, Mother of Two