



**PHLEBOTOMY -MINUTES**  
**Wednesday, December 6<sup>th</sup>, 2023, at 6:00 PM.**  
**Zoom**

**Members Present:** Lisa Parkman, Heather Havins, Kiana Vail, Heather Harris, Forrest Murphy

**Members Absent:** Arvinder Oberoi

**Clark College:** Amy Castellano, Lori Anderson, Alex Kison, Elizabeth Flores

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**NEXT MEETING DATE**

The committee will meet on March 13<sup>th</sup>, 2024, at 6:00 PM.

**MINUTES OF THE PREVIOUS MEETING**

The committee approved the previous minutes from December 12<sup>th</sup>, 2022.

**COLLEGE UPDATES**

Introductions were made.

Amy announced that Brenda Walstead has retired, and Scot Headley has begun as the new Dean of Business and Health Sciences.

Amy shared an upcoming new Surgical Tech program led by tenure track Beth Jochim.

**PROGRAM ENROLLMENT**

Lori informed that there are 18 students enrolled for the winter quarter.

Lori mentioned that the program has faced challenges with Quest and LabCorp and contractual issues, which are making things difficult.

Amy noted that students have chosen the phlebotomy pathway to fill the fall cohort. Phlebotomy is offered in the fall, winter, and spring quarters.

Amy has noted that enrollment has been difficult during and after COVID-19. However, she has shared that last winter and spring, she had ten students, and currently, she has 14 enrolled.

Amy has shared that 18 students are eligible for enrollment in the Phlebotomy Certificate beginning in the winter quarter.

Amy has highlighted that the program is increasing with recruitment. Amy has worked with the marketing department to create a robust search engine optimization for the program.

Amy noted that the program connects with other allied health programs and collaborates to strengthen the programs and serve the community.

Amy asked the members if they had any suggestions or feedback on recruitment.

Kiana suggested using social media as a marketing tool.

Alex highlighted the foundation's social media and recommended that they feature the Allied Health programs or Phlebotomy or use the Columbian news source for sponsored articles.

## **DEPARTMENT UPDATES**

Amy announced that Cristina Becker, a new recruiter for the Allied Health programs, will work on the healthcare camp and high school outreach. Another recruiter is also in the process of being hired through the medical assisting program.

Amy shared about the Allied Health healthcare camp for middle and high school students. The program focuses on Allied Health programs and offers various activities.

Lori mentioned that anyone interested in volunteering positions is welcome to apply.

Amy shared that the Medical Assisting program received a grant to fund hiring a recruiter who will also promote the Phlebotomy pathway. Amy mentioned a few years ago that the Medical Assisting program inserted the Phlebotomy program into one of its associate degree pathways, creating an opportunity for students to receive financial aid for the Phlebotomy Certificate.

Forrest recommended creating a social media account for the Phlebotomy program since other schools have gained significant engagement.

Forrest discussed his cohort is experiencing some recruitment challenges.

Amy noted that another Phlebotomy program in Clackamas offers a Phlebotomy Certificate, which may impact Portland Community College's program enrollment.

Lori and Amy would like to expand marketing and outreach to Cowlitz County.

Amy shared that it's been challenging to stay informed on high school job fairs, but with the hiring of the recruiters, that should support the high school outreach.

Amy has contacted the nursing department to offer their nursing students placement in the Phlebotomy program while they wait to enter nursing school. Through this collaboration, Amy has recruited five additional prospective students into the Phlebotomy program since the fall of 2023.

## **PROGRAM CHANGES**

Amy shared the Phlebotomy program comparisons document and asked the committee to provide feedback on how students can remain successful.

- Amy suggested the removal of the medical terminology 3-credit course.

Lisa agreed that removing medical terminology does not need to be as extensive.

Heather agreed that medical terminology is not needed at the Phlebotomy level.

Forrest noted that we should remove the course unless we can remove a quarter off.

Kiana noted the state may require an 8-hour course on blood-borne pathogens.

The committee has decided to temporarily halt any modifications to the curriculum to conduct a thorough review and obtain more information.

### **ACTION ITEMS**

Amy will review the articulation agreement to see if the BLS course is required or if the committee can vote to remove it.

Amy will contact Clark's marketing team to see how the search engine improves outreach.

Prepared by Elizabeth Flores