

## **State of Wisconsin/ Educational Approval Board**

### **August 2018**

#### **A. MISSION STATEMENT**

Since 1939 Barbizon International has been the leader in Fashion, Modeling, Acting and Personal Development. Education is the key to the future of our youth. By increasing knowledge, we are headed towards a path of successful endeavors.

#### **B. MARKET**

**The ‘business’ of this school** is to offer instruction to our students (ages 9-17 years old) in the areas of personal development, acting, and modeling. They attend our classes 8 hours a month, on the weekend, for six months.

**Our current and future students would be motivated to enroll in our school for various reasons.** Some students enroll to improve their self-confidence, their skills in public speaking and interviewing for colleges, for social etiquette skills, and personal grooming. Other students enroll for additional training they will receive in acting or modeling.

Many parents enroll their children to expose them to our strong mentoring program that focuses on personal development, self-discipline and goal setting, instead of the negative activities that de-motivate young people today. Unfortunately, teen suicide and drug use is on the rise. Our weekend program teaches the students the importance of ‘being a leader and not a follower’, and supports the ongoing efforts already put in place by their parents at home and by their teachers in their weekly schooling.

**Students find out about our training through various vehicles.** Barbizon has been the leader in personal development training, modeling, and acting since 1939 and is well-known in the industry. Potential students (ages 9-17 years old) learn about us by reading our advertisements in Seventeen and Girl’s Life magazines. We are present in many local county fairs, local malls and social media where we offer information to potential students (ages 9-17 years old) about our training. We also receive a lot of referrals from our graduates, their parents, and their grandparents!

**Competitors and their services:** We are not educated enough about their services & classes to be able to report on their offerings. Our focus is to continue to improve our services.

#### **C. Management**

**We have an Admissions Team** who interviews and enrolls young candidates (ages 9-17 years old) according to their sincere interest and willingness to commit to their personal development and acting and modeling training.

**We also have a team of Education Directors** who supervise the local area teachers and their training to ensure that the curriculum is being presented appropriately, and that all students are getting the special attention they need to succeed. This team of Education Directors is supervised by our Quality Control Managers who report to the corporate office.

All teams are supervised by our **Executive Management** team to ensure that the quality of our mission is maintained. The Executive Management Team is comprised of our Vice President of Business Operations and our General Manager who are present on a daily basis and are very much involved in the quality of all the services offered.

#### **D. SWOT ANALYSIS**

##### **Strengths:**

**One:** We are a school that offers personal development and acting and modeling training for young students (ages 9-17 years old.) Our personal development guidance helps our students to be confident individuals who are disciplined and responsible for their own individual success.

**Two:** We hire and train experienced Directors of Education and Instructors with professional backgrounds to ensure our training and mentoring stays at a high level.

**Three:** Always reassessing our curriculum and making sure that it is set to industry standards.

**PROGRESS:** The ongoing training and supervision has proven to be a bonus for both the students and our institution, as we provide the most current information from the industry.

##### **Weaknesses**

**One:** Because we are a training school for children who are currently full time students (ages 9-17 years old), they are not eligible for full-time employment.

**Two:** Because we are a private school and not funded through the state or government, we cannot offer loans or grants to low-income students who would greatly benefit from our program.

**PROGRESS:** We continue to build relationships with local booking agencies to give our participants the best local opportunities available to them.

##### **Goals:**

**One goal** is to offer continuous training to our Directors of Educations and Instructors so that we are providing the most up-to-date information based on industry standards.

#### **E. FUTURE THINK**

In five years, we hope to maintain our mission statement and continue improving the lives of our young students, as we have for more than 75 years.