

# Fox Valley School of Massage

## Body Integration Yoga Teacher Training

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### EAB: Institutional Planning

#### I. School Information

Fox Valley School of Massage

#### II Institutional Plan Elements

##### A. Mission:

##### FOX VALLEY SCHOOL OF MASSAGE MISSION STATEMENT

Fox Valley School of Massage is dedicated to meeting the evolving health care needs of the public through the education and training of highly skilled massage therapists.

##### THE MASSAGE PROFESSION: REWARDING AND EXCITING

Massage therapy is a rapidly growing field. People from all walks of life are discovering the health-enhancing benefits of massage. With the training provided at Fox Valley School of Massage, students will have all the skills and knowledge necessary for a career in massage therapy. A few of the places that massage therapists are employed are: sports & wellness clinics, fitness centers, physical therapy clinics, chiropractic offices, health clubs, spas, salons, resorts, cruise ships, hospitals, airports and yoga studios. Many students choose to open their own practices and some students use the training as a stepping stone to study physical therapy, nursing or athletic training.

##### BODY INTEGRATION YOGA TEACHER TRAINING PROGRAM MISSION STATEMENT

Body Integration offers a comprehensive Yoga teacher training program. Body Integration teaches Yoga emphasizing physical and mental awareness to help people experience less pain and more happiness. Principles of alignment, focus, flow, core stability, and how the body moves are of key importance in both programs. Research on movement and flexibility is included to help students further understand how the human body functions.

The yoga profession is a rapidly growing field. People from all walks of life are discovering the health-enhancing benefits of movement and activity. With the training provided at Body Integration, students will have all the skills and knowledge necessary for a career in the fitness industry.

##### CREDENTIALS / APPROVAL

Fox Valley School of Massage and Body Integration are:

- Approved by The Wisconsin Educational Approval Board (WEAB) / DSPS
- Yoga Alliance to provide a 200 hours registered yoga teacher certification
- All graduates of Body Integration are eligible to register as a Yoga teacher with Yoga Alliance.

##### B. Market

Nature of School:

Education provided by instructors that are educated and maintain massage practices  
Learning styles provided to students: Incorporate visual, auditory and kinesthetic learning techniques  
Combination of lecture presentations, hands on learning/activities and group interaction  
Scientifically based information from Massage and Wellness resources  
Emphasis on understanding the human body and how it is affected by massage/bodywork & movement

Existing and Potential customers:

High School Graduates  
20-30 something's who are not satisfied with current employment and do not have other education  
40 something's who are not satisfied with current employment and do have education  
Nurses, athletic trainers, PTA

What motivates them to enroll in our school:

Location  
Time Commitment  
Reputation of FVSM & BI  
Cost of education provided at FVSM & BI  
Atmosphere of building and people working with the school

How do you let these people know you are in business:

Referrals / Word of Mouth  
Alumni                                      Website                                      Mail Chimp Emails  
Student Clinic                              Community Outreach                              Facebook  
School visits – we go to the schools  
Attending Health Fairs

Competitors:

Blue Sky, Globe University, Fox Valley Technical College, Empower Yoga School

How are we different from our competitors?

All Classes are in Menasha – no traveling to other cities for classes  
More focused on foundational skills & strong science and Swedish background  
Excellent Business Marketing Class  
Strong Curriculum which promotes retention of material covered and layering system of information  
Each course supports the next and reviews material previously covered to tie it all together  
Cohesive and connected program  
Strong staff which communicates well with each other to help aid in student support  
High first time pass rate on the Mblex exam for the Massage Therapy Graduates  
Opportunities for additional education: Personal Training / Fitness Classes

**C. Management**

Management Team:

Small staff so communication is excellent.  
Staff is consistent and little turn over of employees.  
Supportive, caring, team.  
Management consistently takes additional courses to support communication /conflict / sales skills

Advisory Board:

Employers of our graduates & yoga teachers  
Business Lawyer who also owns a spa  
Conversations with Alumni  
Conversations with CEU providers

## **D. SWOT Analysis: Weaknesses have been improved and are slowly becoming strengths**

### Strengths:

Low overhead  
No debt  
Excellent, qualified teaching staff  
Quality education as demonstrated by high pass rate on national  
Fun, positive learning environment  
Successful graduates as tracked by employment follow up  
Beautiful facility with lots of natural light, open and friendly environment  
Welcoming atmosphere

### Weaknesses:

#### Marketing & sales

- We have an updated website
  - We have a Facebook page
  - We do email marketing
  - We have called all potential students
- Ability to tell our story, who we are effectively  
How and why our program is the best, most affordable choice in the state
- We have updated the materials we give out to all perspective students

### Opportunities:

Bringing more health and wellness businesses together in our space.  
We rent part of our space out 1 other health care practitioner  
Renting out treatment rooms to therapists  
Offering Health and Wellness classes to the public  
Increasing the number of times per week the clinic is open to the public  
Offering some portions of the program online (moodle)  
Offering teleseminars to prospective students so they don't have to travel to see the school the first time.

### Threats:

Larger schools  
Marketing budgets  
Students finding funding

### 3-5 Goals Strengths and Weaknesses:

Stay in present location  
Improve marketing and sales through continuing education  
Stronger connection to alumni – implementing a referral program for alumni  
\* We are creating the FVSM-BI Connection: a newsletter for our alumni

### 3-5 Goals Opportunities / Threats

Promote the fields of massage & yoga to youth so they might consider it as a career  
Increase educational opportunities through more types of programs  
Increase additional certifications like offering Yoga Teacher Training and weekend workshops

## **E. Future Think**

### 5 Years from now:

Still in the same location  
Continuing to offer Massage Classes for Professional Massage Training  
Offer continuing education to help alumni satisfy WI state renewal requirements

Massage Clinic open throughout the school year  
Continue and add more fitness classes offered for students and community  
Greater role in the community by promoting benefits of massage  
Work with High Schools and businesses to promote health and wellness