

**Healing Oasis Wellness Center
Short Term Goal (6 months)
August 2018**

Objective: To request and delegate on a senior faculty member to help maintain and expand the presence of our available programs on social media.

Operational strategies:

1. Request and delegation of above objective to a senior faculty member.

Time frames:

1. By the end of July 2017.

Resources required:

1. Asking the senior faculty to update on “as needed basis”.

Evaluation:

1. Presence on social media.
2. Increase exposure on social media.
3. Inquiries that originate from social media.

Update:

- Dr. Rosemary LoGiudice (DVM, DACVSMR, CCRT, CVA, CVSMT) volunteered as of March 2018 to provide the school with an increase presence and exposure in social media.

Objective: To be able to provide more self study information that attendees can download from the school's website (either from Moodle or other format); hence allowing the student to improve on integration of the presented material.

Operational strategies:

1. Expand on the use of Vimeo for movies, pre-recorded webinars for the students to review at their own time.
2. **These movies / pre-recorded didactic lectures are NOT part of the curriculum** (at the current time) and **should be viewed as an added learning tool for our students.**
3. **In the near future, we will become accredited for Interactive Learning.**

Time frame: **This objective has been implemented and is very popular and acceptable to the current students and alumni. We have added (3 years ago) a section of "ALUMNI" on our Moodle secure website so that our graduates can have said videos available to them for as long as would like.**

Resources required:

1. Recording tools (video camera, tripod, and several memory cards)
2. For program director and one faculty member to compare multiple "video sharing" websites.
3. Should take about 4-5hrs during a scheduled module
4. For program director to download (on the secure website) the formatted "video" with pertinent "password"

Evaluation

1. Student acceptance and enjoyment would be a considered as a successful completion of this goal. **This is a very well accepted benefit by our student.**

Outcome: We have been using Vimeo movies through the secure Moodle site (with individual login and passwords) for videos. Great positive response!

Healing Oasis Wellness Center Long Term Goals – August 2018

Objective: To provide interactive distance learning linked to the current state approved programs offered at the school.

Operational strategies: (Bold paragraph = update)

1. Surveyed current and recent graduates of programs offered at the school requesting their input for said idea / objective and how viable it would be to offer it.
 - **Although recent graduates are in favor for this objective, they don't feel that it would be beneficial at this time, as it would require for the students to set more time aside to study and complete required videos and evaluations (testing) on top of maintaining a busy practice and family life.**
2. Surveyed entire faculty as to this long-term goal.
 - **Our faculty understands the students concerns but can see added benefit to are all for this objective.**
3. Approach current media company to request accurate estimates on cost of venture (set up, oversight and maintenance).
4. Approach state educational approval board and national accrediting agencies requesting information on the requirements set forth by each individual agency in respect to "interactive distance learning" (IDL).
5. The formation of three committees composed of two faculty members each. Committees will be divided into: Credential committee (will approach the state and national agencies for their requirements as it applies to IDL); Educational committee (will select and present to the rest of the faculty the information that will be used for IDL); and lastly the Interactive committee (which will be in charge of assessing and supervising the students enrolled on IDL).
6. All committees must maintain open and frequent communications.

Time frame:

1. A minimum of 1 year as Modules dates are selected at least 2-3 years in advanced notice.

Resources required:

1. A minimum of two (2) faculty members to alternate on the supervision of registered students. (estimated cost of \$3,000 consultation fees per class).
2. Websites Projected cost for the faculty to share information through secure site (about \$3-4,000 per year).

Evaluation:

1. Achieving the registration and attendance of 18 students per class for the VSMT Post Grad Certification Program and 10 students for the VMRT Post Graduate Certification Program with a target of 95% satisfaction.
2. For attendees to recommend the program to other peers.

Comment: We are currently in communications with ACCET with the goal of achieving an IDL-Accreditation. The program director (Dr. Rivera) is currently finalizing a self-assessment for the faculty.

Objective: To stay financially viable to be able to continue providing services as a state approved and nationally accredited institution. To achieve at least a minimum of 5-10% increase on total revenue on a yearly basis.

Operational strategies: (**Bold section = update**)

1. Update the tuition to reflect the high-quality education that is provided.
 - o **Tuition will be increasing as of Jan 2019.**
2. Chief financial officer to keep track of all monies and deposits.
 - o **Currently active**
3. Chief financial officer to maintain open channel of communication with the institutions CPA and accountant.
 - o **Currently being done on a regular basis.**
4. Accountant to provide constant and accurate P&L reports as well as providing proper tax information
 - o **CPA provides said information on a regular basis.**

Time frames:

1. This is a long-term goal for any institution that plans to stay in business
2. Communication between the owners of the school and the CPA are done on a regular basis (monthly) or frequent if needed.

Resources required:

1. Accountant services (\$10,000 per year)

Evaluation:

1. Achieving a 7-10% increase on revenue as compared to the previous year and maintaining financial liquidity will be viewed as a success and achievement of the goal

NOTE:

The Healing Oasis Wellness Center has undergone major remodeling to the upper level of its building within the last 6 months.

