

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
MADISON, WISCONSIN 53708-8366  
(608) 266-1996

The Educational Approval Program (EAP) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAP does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

Hypnosis and Wellness Training Center

## II. PLANNING ELEMENTS

**A. MISSION.** Describe your school's mission and vision, which identifies its purpose and its core values.

The Schools mission is to teach students to fully understand and to implement Hypnosis in their practice and their daily lives. This in turn can reach out to other people allowing them to help themselves with concerns in their lives. Helping people help themselves is our main objective.

The School instructs Students to become National Guild of Hypnotists Certified Consulting Hypnotists. (Depending on the State they may also call themselves Hypnotists, Hypnotherapist or Certified Hypnotists.)

The Business is a daily run Hypnosis office where Clients come. I facilitate them to go into Hypnosis. There they then work on things in their lives to better themselves, such as smoking cessation, weight loss or help in many other areas.

**B. MARKET.** Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

Potential customers are any person who would like to help others or themselves by learning the art of Hypnosis. In the past the school has had; Drs, all types of Counselors, Nurses, different types of Therapists, and people from all types of backgrounds and careers. Anyone can benefit from this training.

Advertisings are done on a Website, Yellow pages, and other Web based media. I also go to health fairs and local high school career days, am listed in four yellow page adds, put adds in local publishing's and am listed in the NGH school and the State listings.

My Competitors are all the other highly trained individuals who have also gone through the training to become Certified Instructors. The difference I believe with this institution is the professionalism and helping manor in which it is conducted and that it is a State approved School.

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**C. MANAGEMENT.** Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

Management team is myself with the help of the entire Hypnosis community and the NGH. These other people and organizations are just a phone call or e-mail away to answer questions or provide guidance and inspiration.

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**D. SWOT ANALYSIS.** Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.

The main strength of this School is the numerous recourses and contacts to help with any issue that may come up. Also the constant updated training.

The weakness this School has is the size of the School facility. We can only accommodate a small number of Students. However, this is also a strength because this insures that each student receives one on one attention.

The opportunities for this school are to instruct more students to become Certified in the field of Hypnosis and this in turn will help more individuals with their lives.

The only threat I see is the economy.

My goals for the strength in the school, is to continue to reach out to more people in the hypnosis community for guidance and constantly acquire more education.

The School will continue to run on a smaller scale to keep the one on one contact.

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**D. SWOT ANALYSIS** *(continued)*

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**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

In Five years I see the School still turning out highly qualified Certified Consulting Hypnotists/  
Hypnotherapists

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**III. SUBMISSION**

*I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.*

Signature of Authorized School Official:

*Karen Kent*

Print or Type Name and Title of Authorized School Official:

Karen Kent

Date:

10-10-18

# INSTITUTIONAL SYSTEMS

