

State of Wisconsin/Educational Approval Program – Institutional Plan Submitted for School Renewal 2019

The Institute of Beauty and Wellness

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

The Institute of Beauty and Wellness' mission is to provide a quality professional education. Our goal extends beyond simply passing the state licensure exam. We want our students to achieve longevity and success in the fields of Cosmetology, Barbering, Esthiology, Massage Therapy, Manicuring, or Ayurveda.

Our goals for our students' educational experience are:
Create an environment of trust and respect
Encourage a commitment to teamwork
Promote personal and professional development
Inspire the continuous quest for knowledge and growth

By supporting our students in this manner, we enable them to provide service that exceeds their clients' expectations.

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.

Our market for students interested in Massage Therapy is predominately those choosing the field of Spa as their specialty. The Institute of Beauty and Wellness has a strong reputation which encourages potential students to attend our school. Massage Therapy applicants like that our school has three different program schedules – full-time (Tuesday-Friday 8:30 am – 4:00 pm and Saturday 9:00 am – 4:00 pm), part-time (Monday-Thursday 4:30 pm – 9:30 pm), and 3-day (Monday-Wednesday 8:30 am – 4:00 pm). Potential Massage Therapy students are made aware of our school from referrals, local news publications, social media websites, and the school website. A lot of our students tend to be in their late 20s who have had some post-secondary school education, but found that it was not for them. Most of our students are working while attending massage therapy school. Our students are motivated by their desire to help people, as most of them have given massages to friends and family and discovered that they had a talent for it. Our students are looking to make a change in their future to pursue a career they find rewarding and that they are passionate about.

Our market for students interested in Ayurveda Esthetics are those who have a healthy lifestyle, by consuming organic food and engage in the practice of wellness.

The competitors of the Institute of Beauty and Wellness' massage therapy program include Blue Sky School of Professional Massage & Therapeutic Bodywork and Everyday Bliss School of Yoga & Massage.

The competitors of Aveda Institute Madison's massage therapy program include Madison Area Technical College and East-West Healing Arts Institute.

The biggest difference between the Institute of Beauty and Wellness and our competitors is that we have a larger focus on the placement of our graduates. Our school organizes a career fair that is held four times a year to assist students in being placed into a variety of work environments, including Spas and freelance. Our competitors do not have career fairs and encourage students to become independent massage therapists. Our school also organizes a salon/spa bus tour that is held twice a year to assist students in connecting with various salon and spas.

As we are an Aveda Institute, our massage therapy program includes hands-on business experience in an actual retail environment offering quality products for home care and instruction for our students in achieving performance bench marks in retail success.

Our massage therapy program's primary competitor is Blue Sky School of Professional Massage & Therapeutic Bodywork. Our massage therapy program curriculum has more of a focus on the business of the industry, including how to sell retail and services. The Institute of Beauty and Wellness educates students more on how to provide a higher level of customer service, not only in the actual service, but also in the consultation and education of the client. The Institute of Beauty and Wellness emphasizes professionalism as a massage therapist, from the manner in which students speak to the way they dress conservatively. Students are taught that image and connecting with the client are of paramount importance to retaining their clients. The Institute of Beauty and Wellness hosts well-known guest educators in the field of massage therapy, including Gloria Coppola (Trigger Points and Deep Tissue), Seymour Koblin (Shiatsu), and Claire Marie Miller (Pregnancy).

The Ayurveda Esthetics program does not have any competitors. Sometimes, our school competes with itself, as it also has an esthiology program.

Our programs will differ from our competitors by targeting current massage therapy and esthiology service providers who will teach customized classes rather than a large group class.

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.

The owner has a lot of passion for the industry and is able to have a vision for its future that inspires the school to be constantly evolving and growing. The Administrative Director is devoted to ensuring that the highest quality of instruction and service is given to each student enrolled at the Institute of Beauty and Wellness. There is an Administrative Leadership Team that is comprised of the School Owner, Administrative Director, Department Team Leaders, and Retail Team Leaders. The Administrative Leadership Team meets once a month to examine concerns of students and faculty and make the necessary improvements. There is also a Marketing and Admissions Team that is comprised of the School Owner, Administrative Director, Admissions Coordinators, Financial Aid Administrator and the Sales and Marketing Director. The Marketing and Admissions Team meets once a month to review upcoming school marketing and events, as well as, student enrollment and placement. These meetings position the school as being well organized with strong communication. There is a Student Leadership Team that meets once a month, where each class has an appointed Student Leader to communicate directly with The Administrative Director and Department Team Leaders. There is also a Curriculum Advisory Board that meets annually, which is made up of past Institute of Beauty and Wellness Graduates, Administrative Leadership Team, managers/owners of Spas, and professionals in the industry. Professionals give feedback on the information that the Institute of Beauty and Wellness instructors are presenting, ensuring the information is current, correct & taught properly. The information collected is used to develop plans for improvement for each program.

D. SWOT ANALYSIS. Identify your school's strengths, weaknesses, opportunities, and threats (SWOT).

Strengths

In November 2010, the Institute of Beauty and Wellness received approval from the State of Wisconsin Educational Approval Board to increase the length of the massage therapy program from 600 hours to 750 hours. The Institute of Beauty and Wellness started its first 750-hour massage therapy program in February 2011. The additional 150 hours provide depth and scope to the following program areas: 20 hours kinesiology; 10 hours state law and law exam; 10 hours National test preparation; 20 hours massage therapy theory; and 90 hours of anatomy, physiology, and pathology. The increase in the length of the program has allowed instructors to devote more time to challenging lessons, which provides students with the opportunity to understand the course material before advancing to the next lesson. It has also provided greater flexibility when guest educators or other valuable learning events arise to accommodate these opportunities without falling behind in the curriculum. Most importantly, the Institute of Beauty and Wellness believes the additional hours will better prepare our students to become licensed professional massage therapists.

In February 2011, the Institute of Beauty and Wellness changed its location to a significantly larger, aesthetically pleasing, and stimulating learning environment. The new location has

provided greater space for students on the clinic floor as well as provides more advanced audio-equipment, including televisions, DVD players, overhead projectors, and a power point system.

The massage therapy program has a strong curriculum where every day of the program is well-planned and organized. The Massage Therapy Instructors are academically intelligent and are professional with a lot of practical experience. The massage therapy program has one chiropractic doctor and registered nurse who teach the sciences portion of the program. The Team Leader is currently working on a doctorate in health professions education. As of mid-August 2012, all Massage Therapy instructors became certified in the Aveda curriculum. The Institute of Beauty and Wellness ensures that its Massage Therapy instructors are current with massage therapy trends and passionate about sharing their expertise with students. The Institute of Beauty and Wellness includes the cost of all federal and state massage therapy licensing fees in the cost of the program's tuition and guides students through the licensing process. The school is very proud of its National Certification Board for Therapeutic Massage & Bodywork (NCBTMB)'s pass rate which exceeds the national rate. Massage therapy students work closely with esthiology students, which enhance their education in the Spa industry. The tuition, including books and table is very reasonably priced in comparison to our competitors.

The Ayurveda Esthetic program is a very unique program that provides a holistic approach to treating skin and body imbalances, as well as, teaching consultations, multiple body treatments, waxing, and electrotherapy. Students also have the opportunity to attend a lot of guest education and their instructors have a lot of experience, knowledge, and passion.

Weaknesses

The Institute of Beauty and Wellness is less visible in its location at 327 East Saint Paul Avenue than its prior location at 342 North Water Street. The former location had far more pedestrian and car traffic. The construction of Interstate 94 several blocks to the north of the school has most likely hurt student enrollment and clinic floor business.

Like any school with diverse instructors who have varied experiences, sometimes instruction is not always consistent.

Class sizes can affect consistency in teaching and learning by affecting the school's ability to do more or less hands-on workshops.

Opportunities

The Institute of Beauty and Wellness looks to further expand its massage therapy enrollment because of Federal Financial Aid being offered to students. The school is excited by the increase in hours for the massage therapy program as well as the new location. The Institute of Beauty and Wellness believes these changes will continue to make the school a highly recognized and reputable Massage Therapy school in Milwaukee and the State of Wisconsin. The Institute of Beauty and Wellness strives to exceed the expectations of our students, so that they speak highly of our school and offer referrals to prospective students. The school looks to maintain a high traffic store front to raise awareness of the school. The Institute of Beauty and Wellness expanded its enrollment by offering a third course schedule. Our school used to only offer a

part-time schedule (Monday-Thursday 8:30 am – 4:00 pm) and full-time schedule (Tuesday-Friday 8:30 am – 4:00 pm and Saturday 9:00 am-4:00 pm). Starting in September 2012, The Institute of Beauty and Wellness started offering a 3-day schedule (Monday-Wednesday 8:30 am – 4:00 pm). The Institute of Beauty and Wellness looks forward to working with the general public more, specifically with a senior living group and a sports clinic with the UW-Milwaukee soccer team. To further improve student's academic success, the Institute of Beauty and Wellness started a Question and Answer session every Saturday where students can receive additional training. The school can continue to add more case studies to the Massage Therapy

In February 2015, the Institute of Beauty and Wellness acquired VICI Beauty School at 353 East Campus Mall, Madison, WI 53715 and renamed it, Aveda Institute Madison. The additional location received approval from NACCAS to offer the Cosmetology and Esthiology programs in May 2015. In August 2015, The State of Wisconsin-Educational Approval Board approved Aveda Institute Madison to be an additional teaching location of the Institute of Beauty and Wellness with the approval of the Massage Therapy and Ayurveda Esthetic program. Aveda Institute Madison had these programs approved by NACCAS in September 2015. As Aveda Institute Madison is considered an additional location of the Institute of Beauty and Wellness, students are eligible for Federal Financial Aid. Aveda Institute Madison was hopeful to have the first classes of these programs start at Aveda Institute Madison in January 2016. The marketing of the Ayurveda Esthetics program can increase as many consumers are not aware of these programs. Aveda Institute Madison had its first Ayurveda Esthetic and Massage Therapy programs start in September 2016.

The Ayurveda Esthetic program could become the only esthiology program taught at the Institute of Beauty and Wellness as some believe the study of esthiology should include the teachings and practice of Ayurveda, as it may be the most true and pure way to treat and correct body imbalances.

Threats

A significant threat to the massage therapy program is the loss and/or reduction of Federal Financial Aid. The school's enrollment depends on this funding for its student. The Institute of Beauty and Wellness faces increasing competition from other Massage Therapy schools which greatly affects the school's enrollment. The school worries that a saturated massage therapy job market may dissuade prospective students from coming to a massage therapy school. The Institute of Beauty and Wellness believes that the standard for massage therapy schools continues to rise and we work to meet and exceed it.

E. FUTURE THINK. As The Institute of Beauty and Wellness works to increase student enrollment and add committed, knowledgeable, and passionate staff instructors, we hope to really grow the massage therapy and Ayurveda esthetic departments. The Institute of Beauty and Wellness strives to no longer be known as just a cosmetology school, but also an institution that is one of the few schools on the Aveda network to offer Massage Therapy and Ayurveda Esthetic and is a leader among all Massage Therapy and Ayurveda Esthetic schools in the State of Wisconsin. The Institute of Beauty and Wellness aspires to have a 100% completion rate, 90% licensure rate, and 85% placement rate and believes these goals are realistic. The Institute of

Beauty and Wellness anticipates an increased use of technology for learning. The Institute of Beauty and Wellness could offer another schedule, specifically evening or weekend for the Ayurveda Esthetic program.