

Rock-Stock LLC
d/b/a The Professional Hair Design Academy, Eau Claire, WI
Institutional Planning and Improvement
August 2018

I. School Information

Rock-Stock LLC, d/b/a The Professional Hair Design Academy (“PHD Academy” or “PHD”), 3408 Mall Drive, Eau Claire, WI

II. Institutional Plan Elements

A. Mission

The intent, purpose and principal objective of the courses offered by the Academy is to train and graduate professionals in Cosmetology, Nail Technology, Massage Therapy and Cosmetology Instruction with poise, appearance and proficiency capable of licensure and professional practice in an entry level position in the relevant field of their choice.

B. Market

The nature of our business is to provide education preparing students for licensure and gainful employment within their chosen field of study. Our primary customers are our students, which include recent high school graduates as well as non-traditional students. We attend various career and educational fairs to expose ourselves to individuals seeking information. We also advertise in various print publications and on the internet. Our nearest competitor is Chippewa Valley Technical College.

C. Management

Our team includes a program director, school administrator, financial aid advisor, active owners and an advisory board. All members work together to create a curriculum and atmosphere for student success. The advisory board meets annually to discuss, among other topics, curriculum, facilities, equipment, completion rates, placement rates, and support services. Student and employer surveys collected are also reviewed and comments/suggestions provided are considered for programs adjustments and improvements.

D. SWOT Analysis

Student Feedback

Within the past 12 months, the institution has continued to solicit formal student feedback more regularly through on-on-one meetings and student surveys. This allows the institution to gather feedback from each student several times during the course of his/her training and to see how that feedback has changed. The institution developed a new survey template as part of this process. Results of student surveys are compiled and summarized. That information is discussed with staff and advisory board members to determine specific areas of improvement to focus on.

Student Licensure

In previous years the institution reported that a low percentage of its students were attempting a national certification examination after graduation. Several students expressed that examination fees were an impediment. Educators now discuss testing fees at several times during the course of training and encourage students to budget for the expense. The expense is also discussed by admissions staff prior to student enrollment.

Massage Therapy Educators

Within the past year, the institution has added several new part-time educators to its instructional staff. Heather Thom continues to be the program director and has assisted in selecting qualified new staff members. Catherine Dietel, who was previously only an educator in the institution's cosmetology program, is now part of the massage therapy educational team. Ms. Dietel is a licensed massage therapist with several years of experience. Overall, feedback collected from students has been very positive about the quality of the educational staff and the differing teaching styles that they bring.

The institution continues to emphasize the importance of ongoing training for its educators. As a condition of employment, each educator must complete at least 12 hours of continuing education each year, including at least 4 hours of continuing education focusing on teaching methodology. Ms. Thom recently attended the American Massage Therapy Association Annual Convention in Washington D.C.

Massage Therapy Curriculum

The institution is continually evaluating and developing its curriculum. Recently, Ms. Dietel and Ms. Thom have developed several new participation activities, which have been received well by students.

Massage Therapy Facilities

In late 2017, the institution installed new privacy curtains in its practical training area. Recent focus has been on repairing and/or replacing massage tables and other equipment.

Competition

In 2017, Broadview University terminated its operations and discontinued all massage therapy instruction. This institution continues to serve the immediate geographic area. Enrollment has increased, but the institution still has capacity to train additional students. Tuition costs have not been increased as the institution is committed to providing students with an affordable education. Currently, the closest competitor is Oak Tree Massage School in Rice Lake, WI. From the limited feedback that it has received, the institution is confident that its students receive a higher quality of education than that provided by Oak Tree.

E. Future Think

In late 2017, the institution was reaccredited by its accreditation agency. Evaluators were very positive about the quality of the institution's curriculum and facilities. The institution is happy with the current state of those critical elements. The institution will continue to develop its curriculum to address any developments that occur and recent trends in the industry.

The institution is also pleased with the quality of its current educational staff. The institution will continue to invest in those people with continuing education opportunities.

With many massage therapy schools, like Globe University and Broadview University, ceasing to provide massage therapy training in recent years, the institution has an opportunity to increase its enrollment. It knows, however, that it must continue to provide a high-quality education at an affordable price. Unemployment rates are historically low but the demand

for massage therapists in the area is currently very high. In order to help meet the demand of employers in the area, the institution is committed to training more massage therapists. The institution continues to market its program to its geographic market with the intention of recruiting additional students. A large portion of the institution's marketing budget is currently being devoted to social media marketing.

Student recruitment is also assisted by positive word-of-mouth from recent graduates. Graduates have been very pleased with the quality of their education, and the institution is generating more student leads as a result.

Overall, the institution is pleased with the current state of its massage therapy program. However, it recognizes that it cannot be complacent. It is committed to continuing to invest in its educators and facilities and will continually strive to improve student outcomes.