

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:

Therapeutic Bodyworks School of Massage

II. PLANNING ELEMENTS

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

Our mission is to teach each student to integrate their mind, body and spirit for optimum health to make a positive change in many lives. This is accomplished by our commitment to provide a healing, supportive environment, by highly qualified and exceptionally experienced instructors, and by a curriculum of courses and techniques that have been honored and proven effective for thousands of years.

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.

Massage therapy school in business for instruction of massage techniques, Anatomy and Psysiology, Kinesiology, Pathology, and to prepare students to sit for State and National Exams

Students are motivated to enroll by small classes, individual attention, classes taught by profesional staff and working experience.

Competitors are mostly universities who have taken over massage education.

D. SWOT ANALYSIS *(continued)*

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

This will depend on future needs of the industry and students. The hope is to grow into a larger presence in the massage education arena while still providing the individual attention that is the hallmark of the school.

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:

Sherry L. Williams

Print or Type Name and Title of Authorized School Official:

Sherry L. Williams

Date:

12/21/18