

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.

Blue Sky offers a professional massage therapy program, health and wellness classes and seminars to the novice and professional bodyworker. Blue Sky's nature and what makes us different from other schools is the emphasis on a holistic approach to therapeutic massage. Our emphasis on these principles on health and wellness, not only for our students future clients, but on our students as well, create an atmosphere of health and healing for all.

The potential Blue Sky student is an individual who wants to be passionate about what they do for a living, someone that wants to make a difference in their own life and the lives of those they touch. Our potential student enrolls when it "feels right" for them. Our #1 advertising is word of mouth from our graduates. We also do social media, direct mail, community events and some print ads.

The majority of our competitors are post secondary schools. State funded schools make it difficult to complete on a tuition cost level as they are publicly funded and thus able to advertise a lower cost.

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

Blue Sky was born from the desire to create a sustainable future for our society and our world. Our primary role is to facilitate physical, spiritual and emotional well-being through our educational and outreach programs. Blue Sky's holistic approach to massage integrates wellness and nutritional training throughout the program. We emphasize health-care and self-care techniques, styles and philosophies to help each person, their clients and their family to develop optimal health within their own boundaries. Through a comprehensive course of study, Blue Sky strives to: Graduate massage therapists who really care about people – talented therapists with the skills and perspective to practice the healing art of massage; achieving optimal results for their clients, while receiving a true sense of fulfillment. Our goal is to provide comprehensive education and experience in traditional therapeutic bodywork techniques coupled with training in a wide range of other treatment modalities. We also seek to equip students with the skill sets necessary to be successful in business and thus have the ability to affect the community through educational opportunities and massage services.

Most importantly we want our graduates to use the education they receive at Blue Sky and actually work in the field of massage therapy.

II. PLANNING ELEMENTS

Name of School: Blue Sky School of Professional Massage & Therapeutic Bodywork

I. SCHOOL INFORMATION

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.



- 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.
- Strength:** Blue Sky's sole focus on massage therapy, with an emphasis on the therapeutics and holistic elements, differentiate us from the larger college schools that require students to take general education classes. Our specialty tracks and 1 year full-time option expands our "career" focused program. We develop students to be confident graduates exceeding the State massage therapy clock hour requirements. By producing confident, skilled graduates who are able to step right into the workforce reinforces our positive and well known reputation with employers.
- a. Weakness:** Blue Sky's intensive program can be a challenge for the current demographic population that is looking for a cheap, fast, "easy" education. Additionally, a major challenge of competing with state funded schools, has eroded our potential student base.
- 2. Strength:** Blue Sky maintains a high quality image within the field of massage, reinforced by its graduates. The school will leverage that image by moving into other areas and other fields of interest.
- 3. Strength:** Blue Sky graduates currently pass the national exam and find employment at higher than national average rates. We will continue to focus on strong curriculum and job training so this level of performance will remain intact.

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.

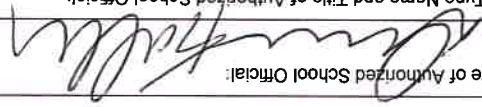
Achieve Inc. dba Blue Sky School of Professional Massage & Therapeutic Bodywork is managed by Co-Owners/Board of Directors. The School is directed by the Management Team consisting of the Director of Operations and Director of Education. This Management Team along with the Executive Administrator meet at least weekly. The school utilizes an advisory board, employer feedback and alumni feedback in development of curriculum or other areas as needed.

Dawn Koller

Print or Type Name and Title of Authorized School Official:

8/23/23

Date:



Signature of Authorized School Official:

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.

III. SUBMISSION

- * We will add new technology advancements to clinic and admissions.
- * We will accumulate financial reserves to be at least equal to 10% of annualized tuition in force, while maintaining affordable tuition rates in line with the competition.
- * We will have expanded the massage program to offer shorter time and financial option and incorporate 1-2 specialty focus options (Energy, Sports, nutrition)
- * We will have expanded to at least 3 satellite classrooms in the State of Wisconsin

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

1. We have delayed our quest for COMTA curriculum accreditation until 2025 and delayed our path to becoming Nationally Accredited, yet still within the 5 year range. We will continue to implement additional seminars and classes for the public to help utilize the classrooms, increase revenue and word of mouth while reinforcing our Mission Statement.

2. Threats: New ventures mean managing finances & staff to their fullest potentials. State funded schools continue to be our biggest competitor and those that offer federal financial aid remain strong competitors. In addition there is COVID which continues to change the landscape of education and the service industry.

3. Opportunities: We will continue to look for additional opportunities to increase revenue. Blue Sky will continue to look at opportunities to work closely with other professionals in the field to cross train their staff. Our Aesthetics School started in 2023 and hope to continue to grow this complimentary field collaboration

4. Opportunities: Expand the program offerings to one other venture along with different continuing education seminars and workshops.

5. Threat: online options continue to grow after COVID. For the Fall 2023 we have moved our programs to hybrid. This means most of our science classes will be presented online via Canvas and at least once a month for Labs and reviews. Our contact for the classes has not changed, only how it is presented to the students. We are excited to be able to offer students more flexibility and working with instructors to make this online option dynamic for the students learning.

D. SWOT ANALYSIS (continued)

INSTITUTIONAL SYSTEMS

