

East-West Healing Arts Institute

2024 Institutional Plan

Market

East-West Healing Arts Institute (EWHAI) provides comprehensive career-based education for students seeking to enter the field of Massage Therapy. EWHAI has traditionally catered to adult learners entering their second or third career consistent with the massage education industry. Our student body consists primarily of female attendees, coming from diverse backgrounds and actively seeking this career change. The average student falls between the ages of 30-40 years old.

With locations in both Madison and Milwaukee, EWHAI has a strong presence in Wisconsin amidst a landscape of competitor programs that continues to change. Madison area competitors include only the Aveda Massage Program, as the MATC Massage Program which has been discontinued. Our Milwaukee school serves the same market as Academy of Health, Wisconsin School of Massage therapy, Aveda Institute for Beauty & Wellness, and Blue Sky School of Professional Massage and Bodywork, and Everyday Bliss Yoga & Massage School.

Regardless of location, however, EWHAI strongly differentiates within each market through the in-depth Eastern training module integrated with more standard Western instruction. Though other schools may provide an introduction to such Eastern-based techniques, they often fall short in devoting sufficient time to advanced learning or full incorporation of these principles with the Western techniques emphasized. Furthermore, EWHAI is the only school in either region to teach the theories of *Tui Na*, Chinese medical massage. Many students enroll in East-West due to this unique component, finding the combined curriculum to be challenging and rewarding. EWHAI typically draws students looking for a more rigorous educational program, including increased clinical hours and hands-on instruction.

EWHAI runs a comprehensive marketing campaign which may include articles in local magazines and newspapers, a routinely updated professional website, listings on industry web pages, social media marketing, and search engine optimization efforts. EWHAI also participates in a variety of community outreach events throughout the year. The most powerful marketing tool for EWHAI has increasingly been google search results directing prospective students to our website. The Milwaukee campus also uses Facebook promotions regarding Open House events. For the Madison campus, word of mouth remains the one of the school's most powerful marketing tool, with efforts underway to establish the same presence and reputation for the Milwaukee Campus.

Management

The Team at EWHAI works together to ensure consistent complete compliance of all local, state, and federal regulations as well as all applicable ABHES and US Dept Education standards.

The Administrative Team ensures that educational activities, admissions, student financial aid, plant and equipment, and student services are conducted in compliance with applicable accreditation standards. All members of the Administrative team have attended an Institutional Accreditation Workshop and are abreast of the need for and methods of compliance to all standards.

The Administrative Team assumes full responsibility for the recruitment of staff and their actions in the execution of their job-related responsibilities and provides each individual with training, supervision, and evaluation. The School Administrator functions as Team Leader. Ms. Gomez, School Administrator, is responsible for the supervision and appropriate training and evaluation of staff. Terri Gomez has held the position of School Administrator since May of 2013.

EWHAI is led by an administrative team consisting of Dr. Xiping Zhou (Owner/Program Director), Terri Gomez (School Administrator), Rachel Rodgers (Dean of Education), Bruce Sun (Milwaukee Campus Director), Kimberly Steuber (Financial Aid Officer, Madison Student Clinic and Chair Massage Director), Natalie Schultz (Milwaukee Educational Coordinator), and LiPing Mu (Business Manager).

While the School Administrator is ultimately responsible for the successful operation and function of the school, the Administrative Team effectively handles the day-to-day operations. The core administrative team meets weekly to discuss progress and review status of various programs and institutional initiatives. Student feedback is shared and discussed weekly for potential responsive changes. The Administrative Team, under the direct supervision of the School Administrator, oversees all educational programs, the admissions process, student financial issues, student services, faculty services, and campus facility services.

The Advisory Board functions as panels for advice from a diverse group of members with varied experiences and areas of expertise. EWHAI seeks to continually solicit the participation of those with backgrounds relating to education and school administration, along with lawyers, LMTs, acupuncturists and other related health professionals. These bi-annual meetings serve to create a growing network for our alumni and current students, as well as providing insight on planning, direction and other guidance to the Administrative Team. Results from the EWHAI survey system are reviewed for input as well as identification of growth opportunities. Policy, curriculum, institutional and programmatic changes are discussed with each board for input and advisement. The Advisory Boards are responsible for an annual curriculum review in conjunction with the Administrative Team. Furthermore, East-West's Student Appeals Process directly involves the Advisory Board.

SWOT Analysis

Strengths

1. EWHAI's Madison and Milwaukee campuses offer Title IV Federal Student Aid.

Offering Student Aid continues to drive enrollment for both Madison and Milwaukee

Campuses, and provides financial assistance for students that otherwise would not be able to attend. This continues to set EWHAI apart and propel our success. The Milwaukee campus began offering financial aid in 2018, which provides a competitive edge for our over other Massage Schools in Milwaukee such as Everyday Bliss Yoga & Massage School, Wisconsin School of Massage Therapy, and Blue Sky that do not offer Federal Student Aid.

2. **EWHAI features a well-rounded, exceptionally trained faculty demonstrating genuine care and commitment to the students and learning process.** EWHAI faculty's expertise and experience, as well as their passion and dedication bring a unique richness to the program. Faculty performance plays a major role in the continual satisfaction of students, as well as the success of our students after they graduate. The Administrative Team has structures in place to support and educate our instructors to ensure their success as they continue to support and educate our students.
3. **EWHAI has a unique program and reputation featuring a rigorous, medically-based curriculum with an in-depth Eastern education. Most students who contact the school have already heard of this curriculum or seen it online and *specifically want EWHAI's unique training.* Beyond coursework, the educational experience includes additional one-on-one instructional time in a student clinic setting, allowing students more hands-on experience than competing program graduates.** Even as local massage school competition adds additional Eastern offerings to their programming, these pale in comparison to the breadth of training and practical application provided in the Asian Bodywork and Therapeutic Massage Program. EWHAI continues to monitor student satisfaction through our comprehensive survey program.
4. **EWHAI provides excellent preparation and exceptional, expedited support for students to achieve licensure. Students have attained over a 90% pass rate on their first attempted state licensing exam through FSMTB. EWHAI provides a rigorous and effective massage therapy curriculum to students to fully prepare students for such exams.** EWHAI requires that students take the licensing exam for massage therapy and bodywork therapy as a graduation requirement to ensure students are prepared to enter the field shortly after graduation thereby improving placement for all graduates. Our 2020 Cohort had a 100% first time pass rate, and our 2021 Cohort had a 90% first time pass rate.
5. **EWHAI's graduates are in high demand and highly successful as professional Massage Therapists.** Many businesses ask EWHAI to refer students to them and to post employment ads on campus, and many students have jobs in hand before graduation. In addition, many students have feel fully equipped, competent and confident enough to go into business for themselves, knowing their credentials will help them attract

clients and their skills will enable them to retain these clients. EWHAI Graduates report having successful, fulfilling careers in the field of Massage Therapy.

Weaknesses

- 1. Low Student Enrollment.** EWHAI had experienced declining enrollment for several years leading up to 2019, then enrollment was further impacted due to COVID-19. To allow distancing in the classroom, we limited class size to 10 max in 2020, and 12 max in 2021, and 2022. Milwaukee postponed their Fall 2022 Program to February 2023 with 4 students enrolled. In Spring 2023 Madison had 15 new students enroll, with a class size of 13 students in the Eastern & Western tracks. We are currently in the admissions season for Fall 2023, and happily it is looking like Milwaukee will have 8 enrolled students. Madison will cap enrollment at a class size of 15 students, which still allows student desks to be spaced out.

- 2. EWHAI faculty, while highly experienced and skilled in their respective fields, often lack in formal education in teaching methodologies.** EWHAI will continue to provide in-service training to all instructors focusing on use of available technologies, organizational skills within the classroom, learning objective creation, and student feedback development. Instructor development is also addressed individually through classroom observation and annual reviews completed in the fall.

- 3. Threats**
 - 1. COVID-19 Pandemic .** The COVID-19 Pandemic has brought hardship and challenges to EWHAI. Although the current threat of COVID-19 to the health and well-being of students, faculty, staff, and clients is much less than with the more virulent COVID strains, there remains a risk of COVID-19 transmission on Campus since the mask mandates are no longer in place. Because of this risk, due to existing health conditions or other considerations, we have lost Faculty who will not teach on campus or have been impacted by COVID-19 illness and are no longer able to teach. We have reversed some of the COVID-19 P & Ps that we initially put into place that decreased revenue from Student Clinic (no longer screening/restricting clients) and Chair Massage (we are increasingly providing chair massage to the community) and we relaxed the labor intensive cleaning/disinfecting protocols. We do maintain strict self-monitoring for signs and symptoms of illness and do not allow students, faculty, or clients to come to campus when they are ill. Our policies have been very effective at preventing the spread of COVID on either campus, with zero campus transmissions since we reopened after lockdown in June 2020! We are monitoring the current COVID situation as there is an uptick in COVID cases and some areas are experiencing surges such that schools and businesses have had to consider returning to a mask mandate. We are prepared to re-implement masking and other preventive policies should the situation necessitate such measures.

- 2. Progression and growth of local schools has created intense competition in our respective markets. Direct competitors have accreditation as well as the ability to provide federal financial aid to their students.** In Madison, Aveda Institute is EWHAI's main competitors offering Federal Student Aid. EWHAI-Milwaukee campus competes with 5 other schools within a 25-mile radius, including Academy of Health, Wisconsin School of Massage therapy, Blue Sky School of Professional Massage and Bodywork, and Everyday Bliss Yoga & Massage School, and Aveda Institute for Beauty & Wellness (a Title IV School). Nevertheless, EWHAI's offerings remain unique in comparison to these programs.
- 3. In response to the growing interest in the Eastern modalities, some local schools have worked to expand their Eastern modality training.** EWHAI remains the sole program to offer an in-depth Eastern programming covering over 60 hours of instruction in Traditional Chinese Medicine (TCM). EWHAI continues to expand, develop, and enrich the curriculum offerings in order to remain competitive.

Opportunities

- 1. EWHAI and the field of Massage Therapy remain essential in a post-COVID-19 World.** Massage Therapy is an essential therapeutic modality and the pandemic clearly demonstrated the need for healing touch in the world. EWHAI has the opportunity to provide Massage Therapy training that includes the adaptations that are required in how Massage Therapy and Bodywork is delivered such that transmission of COVID-19, as well as other respiratory illnesses, is minimized. An additional opportunity for EWHAI is that MATC discontinued its Massage Therapy Program in 2020 and it remains closed. Madison and Milwaukee continued to have students enroll throughout the pandemic, and interest for Fall 2023 is high for both Madison and Milwaukee. Today people are in even greater need for healing through Massage Therapy and Bodywork Therapy, and as many LMTs have retired since COVID, this provides great opportunity for new LMTs.
- 2. The State of Wisconsin requirement of 24 hours of Continuing Education for license renewal provides an opportunity to expand our offerings and exposure.** EAB-approved schools qualify as providers for these Continuing Education hours, and EWHAI's instructors have distinctive skills to share in this market. EWHAI's Continuing Education Program includes; 1) Introduction to Traditional Chinese Medicine, 2) TuiNa, 3) Acupressure, 3) Cupping, 4) Guasha, 5) Acustone, 6) Sotai, 7) Self-Care for Massage Therapists, 8) Postural and Gait Assessment, 9) Motor Vehicle Injuries, and 10) Ethics. These CE offerings are also NCBTMB Approved. We are also partnering with Elements Massage to provide CE classes for their Therapists. As brand recognition for our CE offerings increases, enrollment into our CE Courses will increase, and we will increase our CE offerings. The addition of our CE program constitutes a professional development opportunity for the faculty as well as an economic opportunity for EWHAI.

EWHAI is poised for continual growth. There is a measurable move in the careers of Americans to look for more flexible, fulfilling and lucrative employment—now being met by a growing demand for massage therapy as the U.S. population ages. According to AMTA’s 2023 Massage Therapy Industry Fact Sheet, “The state of the Massage Therapy profession looks bright based on the latest findings from AMTA consumer surveys” The demand for Massage Therapy continues to grow, and massage is highly valued as a form of healthcare~ 95% of individuals surveyed view massage as being beneficial to overall health and wellness, and 94% of individuals surveyed believe that massage can be effective in reducing pain, and 86% of consumers agree that Massage Therapy should be considered a form of Healthcare. Furthermore, 63% of people received massage for health & wellness reasons did so as part of a treatment plan from their doctor or Healthcare Provider, 33% of respondents reported using Massage Therapy for Stress reduction, and 25% of respondents stated that they have used Massage Therapy for pain relief. As licensed Healthcare Providers, there are ample career opportunities in the field of Massage Therapy.

EWHAI graduates possess training in unique, effective modalities, improving their positioning for job placement and successful entrepreneurship. The natural health movement continues to create a greater demand for natural health care providers and preventative health care solutions, and more people are aware of the value of Complementary and Alternative Medicine. The EWHAI Asian Bodywork and Therapeutic Massage Program provides integrated education in Eastern and Western modalities that allows graduates to capture a growing portion of this movement’s interest due to the TCM knowledge base provided in conjunction with time-honored Eastern techniques.

Future Think

We look forward to offering our education to more students with the assistance of federal financial aid. The corresponding increase in student enrollment will allow EWHAI to offer additional programs and specialties for students to choose from, along with a greater array of student services and administrative support.

To meet the license-driven demand for Continuing Education, EWHAI looks forward to expanding our current continuing education program to by providing an increasing array of unique courses for alumni and other LMTs. The addition of the Milwaukee campus provides a new venue that is conveniently accessible and surrounded by lodging, restaurants and other resources for traveling attendees, making our Milwaukee location a prime location to offer advanced instruction to a greater national audience. The professional development involved in creating and offering these courses will also benefit and strengthen our faculty.

And, as always, EWHAI aspires to continue the creation of a national model of success in the massage therapy educational industry.