

**Healing Oasis Wellness Center
Short Term Goal (6 months)
Updated 15th August 2023**

Objective: To maintain and expand our social media presence.

Operational strategies:

- Confirm that Dr. Rosemary LoGiudice, and Michelle Rivera are still interested in being our social media leaders and maintaining our Facebook account active.

Time frames:

- Current - The use of social media is still active.

Cost/budget considerations:

- Cost of \$375.00 per month extra provided to the faculty in charge to maintain said objective.

Resources required:

- Asking the senior faculty to update on an “as-needed basis.”
- Asking Michelle J. Rivera, Program Director, to update on an “as-needed basis.”

Evaluation:

- Expanded presence on social media.
- Increase exposure on social media.
- Increase contacts through from social media.
- Maintain communications with the American Association of Rehabilitation Veterinarians, American College of Veterinary Sports Medicine and Rehabilitation, College of Animal Chiropractors, International Veterinary Chiropractic Association, and the American Veterinary Chiropractic Association.

Updated OUTCOME: Both Dr. LoGiudice and Ms. Rivera have been updating Facebook account on a monthly basis.

Objective: To provide more asynchronous education videos (AEVs), and expanding on the scheduled synchronous education webinars (SSEWs) provided to our registered students and graduates.

Operational strategies:

- Expand on the use of Vimeo for movies.
- Pre-recorded other AEVs
- Provide online, on-demand Continuing Education Seminars.

Time frame:

- As of August 2021, we have been accredited to provide IDL-Hybrid programs.
- We have been using AEVs for over 5 years.
- **To provide on-demand Continuing Education**

Resources required to maintain:

- Recording tools (video camera, tripod, and several memory cards). The approximate cost of the previous equipment (Canon VIXIA HF G20 HD) was about \$525.00.
- The new equipment (video camera, tripod, extra batteries, wireless microphone and boom microphone) is estimated to cost about \$1000.00.
- To update asynchronous educational videos would take about 3-5 hours PER lecture hour time.
- Continuing Education Approval by the Am. Assoc. of Vet. State Boards – RACE would be \$600.00 per CE.
- Maintain a yearly VIMEO account: about \$451.00/year

Evaluation

- As we will be utilizing these videos as part of IDL-Hybrid Program and learning, integration of the presented information will be expected.
- Student acceptance and enjoyment would be considered a successful completion of this goal.
- **CURRENTLY: The use of AEVs is very well accepted by our students.**

Updated OUTCOME: We have been using Vimeo movies through the secure Moodle site (with individual login and passwords) for videos.

- We have updated two lectures (Entrapment Syndrome, Micturition, and Canine Distal Thoracic Lectures).
- We currently have a VIMEO-Plus account.
- We currently have over 100 videos available to our students and ALUMNI.
- As on-demand Continuing Education lectures require more human resources, we have decided not to pursue this venue.



Healing Oasis Wellness Center Long-Term Goals – Updated 15th August 2023

Objective: To continue providing a yearly conference and several short (weekend) continuing education seminars throughout the year.

Operational strategies:

- To schedule the proposed Continuing Education seminars at least one year ahead.
- To design the proposed Yearly Conference one year ahead.
- Ask the attendees for the Conference or CE Seminars to provide ideas on future topics.

Time frame:

- Current and active.

Resources required:

- Contact specific speakers for lectures (CE seminars or for the Yearly Conference)
- Schedule the proposed CE and Conference programs one year ahead.
- Faculty members are to take charge of the above two bullets. Dr. Pedro Rivera has been the main faculty for the last 20 years.
- To have a venue to host CE seminars and the Yearly Conference.
 - for CE seminars = use the Main Campus for the Healing Oasis Wellness Center in Sturtevant, WI.
 - for the Yearly Conference = use the National University of Health Sciences (NUHS) facilities in Lombard, IL.We have been using NUHS facilities for the last four years.

Evaluation:

- To achieve good evaluations for each CE seminar and Yearly Conference.
- To increase the number of attendees yearly.
- To increase the number of exhibitors yearly.
- For the attendees to recommend the Conference or CE seminars to their peers.

UPDATE ON OUTCOME: We have been providing yearly conferences for the last 22 years, and CE seminars for the last 15.

Objective: To expand the VMRT Postgraduate program to include an Interactive Distance Learning (IDL) - Hybrid portion.

Operational strategies:

- To use the current IDL-Hybrid VSMT postgraduate program as a model for the VMRT program.
- Survey regarding IDL-Hybrid program (provided to our faculty: **Our faculty are all for this objective.**)

Time frame:

- We have been accredited to provide IDL-Hybrid for the VSMT program since 2021.
- To achieve IDL-Hybrid for the VMRT program, would probably take 1 ½ to 2 years.

Resources required:

- For the faculty to record lectures.
- For the program director to format and download the recorded lectures on Vimeo and update the Moodle site (located on the institution's secure site) with a link and password.
- Cost:
 - The secure site for <https://healingoasis.edu> is approximately \$1,200.00 per year (includes Moodle site).
 - VIMEO account upgraded to Vimeo Pro-Plus is roughly \$451.00 per year.
 - WebEx account is approximately \$451.00 per year.
 - Website maintenance is roughly \$460.00 per year.

Evaluation:

- To increase the number of registrations per class. The goal would be to have fourteen (14) students per class with a minimum of 95% satisfaction.
- For attendees to recommend the program to other peers.

Objective: To stay financially viable to continue providing services as a state-approved and nationally accredited institution. To achieve 5-10% increase in total revenue every year.

Operational strategies:

- Update the tuition to reflect the high-quality education that the school provides.
- Chief financial officer to keep track of all monies and deposits.
- Chief financial officer to maintain open channel of communication with the institutions CPA and accountant.
- Accountant to provide constant and accurate P&L reports as well as providing proper tax information.

Time frames:

- This is a long-term goal for any institution that plans to stay in business
- Communicate with the institutions' accountant on a monthly basis.

Resources required:

- Accountant services (\$3,100 per year)

Evaluation:

1. Achieving a 5-10% increase in revenue as compared to the previous year and maintaining financial liquidity.

Outcome update: We are financially stable and have achieved an increase in revenue from the previous year.