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| **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:   HealthWalkToday Massage & Wellness Institute |

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| **II. PLANNING ELEMENTS** | |
| **A. MISSION.** Describe your school’s mission and vision, which identifies its purpose and its core values.   The purpose of HealthWalkToday Massage and Wellness Institute is to help people have healthier minds and healthier lives by restoring, rejuvenating and revitalizing the body. We will prepare our students to be well rounded; providing the knowledge and skills to help them succeed in their profession. | |
| **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.  HealthWalkToday will be a school for Massage and bodywork. Our existing and/or potential customers are using the present office to come and get massage, Craniosacral therapy, Reflexology, Myofascial Release, and Naturopathy. Many clients have expressed interest in a school for these modalities and have requested HealthWalkToday to open a school for bodywork/massage for the past 7 years now. Advertisement will be at surrounding schools, medical offices of friends, facebook, kenosha news, and other resources. Our competitors are located in Milwaukee, Chicago, and one school in kenosha. We will stand out because we will be offering teachers that are medical doctors, Nurse Practitioners, Occupational & Physical Therapists, and licensed massage therapists from top schools in the nation. Our furniture and equipment for the school is newer, ergonomically correct, and top of the line. The passion for the students and the mentors are like no other. Just by offering extra help for special needs students, is far and above better than the other schools in the area. | |
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| **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.  The management team consists of each person working for the school. All the teachers and administrator will confer every month to keep up on the school regulations, student progress, and any changes that need to be made to better the school/staff/students.  We keep open doors, communicate, and do everything in our power to resolve any issue that comes our way with students, teachers, equipment/books, or anything that involves the school.  There will be no advisory board. | |
| **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.  STRENGTHS: The school will exhibit attributes of professionalism in massage by attaining the following strengths: \*1 signed a contract with Meretize to give student loans;\*\*2 Lots of Class materials resources/equipment and kept updated; \*\*\*3 New and better location of school/bigger facility, easier access from Hwy 50. These strengths will be measured by: Keeping up on communication with Meretize to help with student loans. Reviewing all teaching methods and provide updated material as needed; maintaining the massage equipment and keeping it current, Maintaining up-to-date school catalogs, syllabus, and other class materials. Current move from other location (bad location) to present new location that can fit 20 students and 4 teachers, 5 rooms in the facility for massage, break rooms, class rooms and lots of parking.  WEAKNESSES: The school will keep track of the following weaknesses by taking input from students and staff on a weekly basis and take notes to discuss and come up with a solution at each monthly staff meeting: \*1 loss of one bathroom from the last office \*\*2 The need for school grants for students from WI ETPL/WOA \*\*\*3 need more consistent teachers 1-2 vs 4-6 teachers sharing the schedule to keep good communication.  These weaknesses will be measured by : 1 Keeping contact with the building mgr/owner in case another suite opens up or just being able to add on more space with an extra bathroom. 2 Continue to apply for WI ETPL/WOA each year and communicating with their staff via email to keep engaging with their services 3 taking note of students/staff constructive criticism/advice and search for teachers that have great experience that would want to teach more than 4 hours a week. | |
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| **D. SWOT ANALYSIS** *(continued*)  OPPORTUNITIES: The school will hire a business marketing specialist when the school is able to afford it. This will ensure proper advertisement, networking opportunities, and help the school. \*1 connect with Celebrate our town, Kenosha News, Facebook, local businesses, local Spas, Wellness centers, physical/occupational therapists, chiropractors.\*\*2 keep up with certifications through the NCBTMB and AMTA and Add CEU classes to further student education  \*\*\*3 connect with surrounding massage businesses in order to have placement services in the near future for students after graduation.  The school will measure this by connecting with COT, Facebook, local businesses by calling and setting up connections. Continue to update and pay for NCBTMB and AMTA memberships and communicate properly for any new updates. Make lists of how many businesses we connect with over this next year. Taking note of how many CEU's are needed for every 2 years and what classes are acceptable. Getting feedback from surrounding businesses and find out how many are in need of massage therapists, how many they employ, and what qualifications they are looking for.  THREATS: Our goal will be to keep the school from any threats by being more aware of students/staff/facility needs to succeed and be competitive with:  \*1 competition (other massage school in the area) \*2 The fear of student prospects not wanting to be a massage therapist after covid issues\*3 Not able to offer State aid yet. The school will gather information by the internet and call other massage schools and massage businesses in the area to understand what our weaknesses/strengths are compared to them; reassure interested student prospect that there are many ways to protect yourself from germs, etc.;Work towards getting state aid for students by reaching out to all the commuity groups in the area to help students in need. | |
| **E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.  I imagine HealthWalkToday having all classes a couple times during the day to ensure all students are able to work within their schedules with home life & work to ease their stress. Equipment will stay up to date and top of the line. Teachers will enjoy their job environment and ease of mentoring with an organized and peaceful environment. We would love the possibility of helping each student get a job after graduation. Eventually have the reputation of a massage school with passion for its students like no other. | |
| **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: | |
| Print or Type Name and Title of Authorized School Official:  Priscilla Horswell, School Administrator | Date:  07-29-23 |

**Institutional Systems**

Institutional

Planning

Interview / Enrollment

Fiscal Analysis & Planning

Advertising / Recruitment

Facilities Planning

**Mission**

**Values**

**Goals**

Curriculum Development, Delivery & Evaluation

Program Evaluation

Graduates and Employers

Staff & Instructor Selection

Student Services

Professional Development & Evaluation