Good Day Colleen,

Enclosed are our school’s updated SWOT goals. Given the school has been open less than 6 months at the time of our first renewal, the changes are minimal. We will continue to work on these first set of goals and update them again next year when the school has been in operation longer.

S/W goal 1: objective, to fine tune curriculum and adjust immediately for the first class and adjust curriculum for next class. Strengths: Ramona has written curriculum and taught for 19 years, Weakness is this will be the first time implementing both online education and spa services into overall program. We will evaluate program weekly for any adjustments needed.

UPDATE: We will continue on with this goal. We have been adjusting when needed.

S/W goal 2: Objective, be vigilant about monitoring on line education component. Weekly documentation and student communication will>>>>>>>. Strength we have put in place multiple resources to monitor and document on line education aspect of the program, weakness is that students could chose to lie and falsify documentation.

UPDATE: Based on experience from the first few months in operation, we have chosen to move our online learning platform to Canvas, a reputable learning management software company. This transition is in progress and the implementation will occur when the next class begins to minimize any disruption in education. We hope this change will better enable us to meet our goal of monitoring, documenting and supporting student learning.

S/W goal 3: Objective, connect with spa professionals in the field of massage both locally and nationally for support, ideas and collaboration. Strength, we are already in the field of spa professionals, weakness is that other spas may see us as competition and not supporting the spa industry as a whole.

UPDATE: We will continue with this goal. We have attended the AMTA school summit and state convention, ABMP school forum and the ISPA convention this year. We have invited 4 local massage therapists to talk and work with our students. We have not been able to meet with other state spas at this point but will continue to try to connect with them.

O/T goal 1 Objective, opportunity, attend state and national conventions to get connected with professionals and received the most current information regarding students from the industry professionals and representatives. threat, as with all new businesses the cost related to opening a business and attending multiple events is a financial burden.

UPDATE: We will continue with this goal as we connect with industry professionals. We did attend the AMTA state convention, AMTA school summit, ABMP school forum and the ISPA convention. Our goal is to continue building these relationships.

O/T goal 2 Objective, meet with current employees throughout Kohler to explore if they would be interested in becoming a massage therapist. Opportunity, we have access to meeting with employees throughout the Kohler company and hospitality, Threat, just because we have access does not mean that anyone would be interested in attending our program. We will evaluate our success of this goal by documenting who we interact with and who applies for our program.

UPDATE: All 24 of our students are Kohler employees which can be attributed to strong internal communication campaigns and recruiting events. We are choosing to keep this goal in place through next year as we believe there may be even more Kohler employees interested in applying for the school. We have had interest from potential students outside of Kohler. However, currently they have only requested information but have not submitted any applications.

S/W We will be training spa professional mentors to work with students to support them as they go through our program and into their first job. Strength: we have a large base of spa professionals to pool from, Weakness: just because someone works in the industry doesn’t mean they would like to spend their time with a student or that they would be a good mentor.

UPDATE: We have not been running long enough to comment on this goal.

O/T having all incoming instructors complete the instructor training provided by ABMP before March 31st. Opportunity is that ABMP is offering all instructor training free through April 1, Threat is that instructors may chose not to complete in time.

UPDATE: Instructors did not complete the training by March 31st. However, ABMP has offered to allow our instructors to continue with the training and we plan to have our instructors complete it in the future.

S/W Connecting with students on a weekly basis to support open communication and support with each student Strength: we have already set up a weekly optional virtual meeting to help students mid week, Weakness: is that students could choose not to utilize this optional resource.

UPDATE: Attendance in the optional weekly virtual meeting slowly declined as the school year progressed. We learned that students would be more likely to attend if discussion topics were communicated prior, rather than having the meeting be an open floor approach. Going forward we are now calling the optional weekly virtual meeting a “study hall” style offering. We will continue monitoring if this new approach yields more favorable student attendance.

O/T goal 3: Objective opportunity is that we can encourage, support and train students to be spa employees, the threat is that everyone gets to choose where they would like to be employed once graduated and receiving license to practice. We can measure our success by keeping track of the number of students to spa employee ratio and then interview graduates that choose to work in different environments to make sure we are graduating well rounded massage therapists that are able to work in all environments.

UPDATE: We have not been open long enough to evaluate this goal.