

Healing Oasis Wellness Center
Short Term Goal (6 months)
Updated 18th August 2024

Objective#1: 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 active Facebook account.
- Hire one person to keep our FB and digital media presence active.

Time frames:

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

Cost/budget considerations:

- An additional 500 per month for the private person (new hiring) to keep our digital presence.

Resources required:

- Asking the senior faculty to update FaceBook posting during Modules.
- Asking Michelle J. Rivera, Program Director, to update on an “as-needed basis.”
- Hire a school administrator to increase school exposure as it pertains to virtual media.

Evaluation:

- Expanded presence on social media.
- Increase exposure on social media.
- Increase contacts through 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 their Facebook accounts on a monthly basis. A School Administrator has been hired as of August 1st, 21024.



Objective#2: To provide more asynchronous education videos (AEVs) and expand on the scheduled synchronous education webinars (SSEWs) provided to our registered students and graduates.

Operational strategies:

- Expand on the use of Vimeo for school movies, including the addition of closed captioning (CC).
- Pre-record additional AEVs
- Provide online, on-demand Continuing Education Seminars.
- Explore the use of other formats to provide movies for our students (i.e., YouTube).

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 within the next year.**
- **School Administrator is looking into requirements to provide “On Demand Continuing Education.”**

Resources required to maintain:

- Recording tools (video camera, tripod, and memory cards). The approximate cost of the previous equipment (Canon VIXIA HF G20 HD) was about \$700.00.
- Video camera, tripod, extra batteries, wireless and boom microphone have been purchased (cost of \$850.00).
- To update asynchronous educational videos would take about 3-5 hours PER lecture hour time and to ensure CC.
- Continuing Education Approval by the Am. Assoc. of Vet. State Boards – RACE would be \$600.00 per CE.
- Maintain a yearly VIMEO-Plus account: about \$600.00/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: As of Aug 2024, the availability of AEVs is very well accepted by our students and faculty.**

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

- Last year we updated three (3) lectures (Entrapment Syndrome, Micturition, and Canine Distal Thoracic Lectures).
- Since Jan 2024, we have updated two (2) more AEV lectures (Equine Lameness and Equine Pathologies).
- We currently have a VIMEO-Plus account.
- We currently have over 100 videos available to our students and ALUMNI.
- The School Administrator (new consultant) is looking into the software requirements to provide and pursue Continuing Education On-Demand.



Healing Oasis Wellness Center

Long-Term Goals – Updated 18th August 2024

Objective#1: 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.
- The School Administrator (new consultant) will handle the above two bullets. Faculty members will assist the School Administrator as needed.
- 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 since 2020.

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 provided yearly conferences for the last 23 years and CE seminars for the last 15.

Objective#2: 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.
- **The survey provided to the VMRT Faculty was VERY positive regarding 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 2 years.

Resources required:

- For the faculty and School Administrator 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 \$500.00 per year.
 - WebEx account is approximately \$600.00 per year.
 - Website maintenance is roughly \$500.00 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#3: To stay financially viable to continue providing services as a state-approved and nationally accredited institution.

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 an open channel of communication with the institution's CPA and accountant.
- Accountant to provide constant and accurate P&L reports and proper tax information.
- School Administrator has been hired.

Time frames:

- This is a long-term goal for any institution that plans to stay in business
- Communicate with the institution's 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.