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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 and 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 a healthier minds and healthier lives y restoring, rejuvenating, an revitalizing the body. We wilol 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/clients are willing to help the students practice on them as needed and eventually get massages during clinic hours towards the end of the school year. Many clients in the past 6 years have expressed interest in schooling for theses modalities and have requested HealthWalkToday to open a school for bodywork/massage. Advertisement will be at surrounding schools, medical offices or friends, facebook, kenosha news, the happenings magazine, and other sources. Our competitors are now located in milwaukee and chicago areas. We will stand out because we will be offering teachers that are medical doctors, nurse practitioners, and licensed massage therapists from top schools in the nation. Our furniture and equipment for the school is like-new condition, ergonomically correct, and top of the line. The passion for the students and the mentors are like no other. | |
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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 week 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 issues that come 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/Weaknesses  1 - New spa facility, with a large school area, to rent starting in september 2024. A lease and permit is currently in the making for the start of September 2024 ("if" we get students for this coming school year). This would allow for more room, bathrooms, practice areas that the year before. Once this new address goes into effect, we will be sending a change of location form to the EAP.  2 -Everything is in storage for the massage school and we have it all in a controlled environment, so we don’t need to worry about anything getting ruined. The storage space is only a couple blocks from the new location.  3 -Even though we did not have students last year, the teachers are still willing to help out by mentoring and teaching for this coming year. We have stayed in contact with all of the teachers informing them of any upcoming news.  4 - We do not have any competitors in town since we heard the other massage school closed. Unfortunately, we have no way of contacting any new prospects the other school had without us having an open office for them to find, other than googling massage schools in town.  Weaknesses: Not having enough time to prepare the classroom for advertising the possible new students. We will have little time to move our furniture and equipment into the new space before things get finalized. With everything coming to a head and school starting in september, we are concerned that the teachers will be available or commit to other jobs. The possibility of no enrolled students for this upcoming year would be unfortunate. | |
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| **D. SWOT ANALYSIS** *(continued*)    Opportunities/Threats  1 - Being able to connect with new spa that already has our needs.    2 - Having the new location right off of Hwy 50 and Hwy 31 is definitely a great opportunity to get more visibility/attention for the school.  If we don’t get our permit in time, we will need to be persistent to get the school open and running.  3 - There have been many school interests from local spa offices in the area and hope we get everything in order to show them the new school office area and be able to have an open house.  Threats:  If we don’t get the lease finished by the month, we will have to extend our hours or length of the 2024/25 massage school year. Also, if we don't get our permit in time, we will need to be persistent to get the school open and running in time by keeping in contact with the City of Kenosha. Lastly, we will need to get the EAP change of location done in time to coordinate everything in a timely mannage to get the school open for September 2024. It is getting harder to find places to put our advertising on bulletin boards in the area since many businesses have taken the bulletin boards down. | |
| **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 purchasing and utilizing a bigger building/parking lot within the next 4-5 years, if I can ever find something affordable (especially a loan for the building). My hopes are to connect with more spas/offices to further awareness of the massage school. Another need would be to find more teachers (with passion for the massage students) willing to do part time with the school. Lastly, find more avenues of lending for the students, since many prospects do not have a way to pay for schooling upfront. | |
| **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 | Date:  08/03/24 |

**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