

## **State of Wisconsin/Educational Approval Program – Institutional Plan Submitted for School Renewal 2025**

### **The Institute of Beauty and Wellness**

#### **A. MISSION. Describe your school's mission and vision, which identifies its purpose and its core values**

OUR MISSION is to provide a quality professional education that extends beyond simply passing the state licensure exam. We want you to achieve longevity and success in the fields of Cosmetology, Esthiology, Massage Therapy, Manicuring, Instructor and Ayurveda Esthetic.

#### **WE STRIVE TO:**

- Create an environment of trust and respect
- Encourage a commitment to teamwork
- Promote personal and professional development
- Inspire the continuous quest for knowledge and growth

By supporting our students in this manner, we enable them to provide service that exceeds our clients' expectations.

#### **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.**

Most of our massage therapy students have given massages to friends and family and discovered that they have a talent for it and then received the encouragement and support from family and friends to pursue a career doing it. Massage Therapy students are interested in the wellness and healthcare industry, who want to develop skills to have a career in flexible, varied work environments. The Institute of Beauty and Wellness has a strong reputation which encourages potential students to attend our school. Massage Therapy applicants like that our school has three different program schedules – part-time evening (Monday-Thursday 4:30 pm – 9:30 pm), part-time 3-day (Monday-Wednesday 8:30 am – 4:00 and part-time day (Monday-Thursday 8:30 am – 4:00 pm).

Our market for students interested in Ayurveda Esthetic are those who are interested in learning more about better health and vitality. Some are interested in combining Ayurvedic principles with their own wellness practices. Some are already in the beauty and wellness industry looking to enhance their career. Students enroll in Ayurveda Esthetic because they like that the program is a comprehensive 1000 clock hour program that combines Ayurvedic principles with training to become a licensed esthetician.

Potential students are made aware of our school from referrals, social media websites, and the school website. Our students are of varying ages who are passionate about holistic wellness, the healing power of touch, and the art of intention.

The competitors of the Institute of Beauty and Wellness' massage therapy program include Blue Sky School of Professional Massage & Therapeutic Bodywork, Everyday Bliss School of Yoga & Massage, East-West Healing Arts Institute-Milwaukee, and Wisconsin School of Massage Therapy.

The competitor of The Institute of Beauty and Wellness Madison's massage therapy program is East-West Healing Arts Institute-Madison.

The biggest difference between the Institute of Beauty and Wellness and our competitors is that we have a larger focus on the placement of our graduates. Our school organizes a career fair that is held four times a year to assist students in being placed into a variety of work environments, including Spas and freelance. Our competitors do not have career fairs and encourage students to become independent massage therapists.

Another difference between the Institute of Beauty and Wellness and some of our competitors is that they emphasize acupressure and yoga within their curriculum.

As we are an Aveda Institute, our massage therapy program includes hands-on business experience in an actual retail environment offering quality products for home care and instruction for our students in achieving performance benchmarks in retail success.

Our massage therapy curriculum also has more of a focus on the business of the industry, including how to sell retail and services. The Institute of Beauty and Wellness educates students more on how to provide a higher level of customer service, not only in the actual service, but also in the consultation and education of the client. The Institute of Beauty and Wellness emphasizes professionalism as a massage therapist, from the manner in which students speak to the way they dress conservatively.

Students are taught that image and connecting with the client are of paramount importance to retaining their clients. The Institute of Beauty and Wellness hosts well-known guest educators in the field of massage therapy, including Gloria Coppola (Trigger Points and Deep Tissue), Seymour Koblin (Shiatsu), and Claire Marie Miller (Pregnancy).

The only competitor of the Ayurveda Esthetic program in Wisconsin is the Kosa spa who recently started an online program. Sometimes, our school competes with itself, as it also has an esthiology program. As there are few schools in the country that offer Ayurveda Esthetics, our competitors regionally might be Minnesota Institute of Ayurveda (Minneapolis, Minnesota) and Ananda Ayurveda Academy (Willowbrook, Illinois).

Our program differs from our competitors by providing an education at a school with a fixed schedule rather than an online program which offers a flexible schedule.

Our competitors are also different from us in that they have an attached herbal apothecary and detoxification center.

**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 owner has a lot of passion for the industry and is able to have a vision for its future that inspires the school to be constantly evolving and growing. The Executive Director is devoted to ensuring that the highest quality of instruction and service is given to each student enrolled at the Institute of Beauty and Wellness. There is an Administrative Leadership Team that is comprised of the School Owner, Executive Director, Assistant Director, Admissions Team Lead, Financial Aid Administrator, Student Services, Department Team Leaders, and Retail Team Leaders. The Administrative Leadership Team meets once a month to examine the concerns of students and faculty and make the necessary improvements. The Administrative Leadership team also discusses student licensure and placement. There is also a Marketing and Admissions Team that is comprised of the School Owner, Executive Director, Admissions Team Lead, Sales and Marketing Brand Manager. The Marketing and Admissions Team meets once a month to review upcoming school marketing and events, as well as, student recruitment and enrollment. These meetings position the school as being well organized with strong communication. There is a Student Leadership Team that meets once a month, where each class has an appointed Student Leader to communicate directly with the Executive Director and Student Services. There is also a Curriculum Advisory Board that meets annually, which is made up of past Institute of Beauty and Wellness Graduates, Administrative Leadership Team, managers/owners of Spas, and professionals in the industry. Professionals give feedback on the information that the Institute of Beauty and Wellness instructors are presenting, ensuring the information is current, correct & taught properly. The information collected is used to develop plans for improvement for each program.

The Institute of Beauty and Wellness receives feedback about the Ayurveda Esthetic program from the National Ayurveda Medical Association (NAMA) to be in compliance with national guidelines of program outlines and curriculums.

The Institute of Beauty and Wellness receives feedback from all students through study exit interviews upon graduation.

In August 2024, the Student Services department emailed all currently attending Massage Therapy and Ayurveda Esthetic students a survey that asked the following questions: What motivated you to enroll? What are the strengths of your program and our school? What can the school do to improve? This feedback is valuable to the school as we strive to always provide the best education for our students.

#### **D. SWOT ANALYSIS. Identify your school's strengths, weaknesses, opportunities, and threats (SWOT).**

##### **Strengths**

In November 2010, the Institute of Beauty and Wellness received approval from the State of Wisconsin Educational Approval Board to increase the length of the massage therapy program from 600 hours to 750 hours. The Institute of Beauty and Wellness started its first 750-hour massage therapy program in February 2011. The additional 150 hours provide depth and scope to the following program areas: 20 hours kinesiology; 10 hours state law and law exam; 10 hours National test preparation; 20 hours massage therapy theory; and 90 hours of anatomy, physiology, and pathology. The increase in the length of the program has allowed instructors to devote more time to challenging lessons, which provides students with the opportunity to understand the course material before advancing to the next lesson. It has also provided greater flexibility when guest educators or other valuable learning events arise to accommodate these opportunities without falling behind in the curriculum. Most importantly, the Institute of Beauty and Wellness believes it has a well-rounded curriculum that combines foundational knowledge, advanced techniques, and practical hands-on training. The massage therapy program has a strong curriculum where every day of the program is well-planned and organized. The program has hands-on workshops to work with a diverse population, specifically athletes, infants, geriatric, and expectant mothers.

In February 2011, the Institute of Beauty and Wellness changed its location to a significantly larger, aesthetically pleasing, and stimulating learning environment. The new location has provided greater space for students on the clinic floor as well as provides more advanced audio-equipment, including televisions, DVD players, overhead projectors, and a power point system.

The Massage Therapy Instructors are academically intelligent and are professional with a lot of practical experience. The massage therapy program has one chiropractic doctor and registered nurse who teach the sciences portion of the program. As of mid-August 2012, all Massage Therapy instructors became certified in the Aveda curriculum. The Institute of Beauty and Wellness ensures that its Massage Therapy instructors are current with massage therapy trends and passionate about sharing their expertise with students. The Institute of Beauty and Wellness includes the cost of all federal and state massage therapy licensing fees in the cost of the program's tuition and guides students through the licensing process. The school is very proud of its National Certification Board for Therapeutic Massage & Bodywork (NCBTMB)'s pass rate which exceeds the national rate. Massage therapy students work closely with esthiology students, which enhance their education in the Spa industry. The tuition, including books and table is very reasonably priced in comparison to our competitors.

The Ayurveda Esthetic program is a very unique program that pairs an Ayurveda Health Counselor curriculum with preparation for state licensure as an esthetician. The Ayurveda Esthetic program provides a holistic approach to treating skin and body imbalances, as well as, teaching consultations, multiple body treatments, waxing, and electrotherapy. Students also have the opportunity to attend a lot of guest education and their instructors have a lot of experience, knowledge, and passion. We offer Ayurveda Body Therapies and clinic floor training which allows students to gain hands-on experience to learn more about Ayurveda

assessment. The Ayurveda Esthetic program also teaches about having a strong business model and money management. Graduates of the Ayurveda Esthetic program can apply for Ayurvedic certification which enhance their professional credentials.

We believe in providing personalized attention to all our students, by maintaining smaller class sizes to foster an engaging and supportive learning environment. Our class sizes do not exceed 12 students per faculty member.

### **Weaknesses**

The Institute of Beauty and Wellness is less visible in its location at 327 East Saint Paul Avenue than its prior location at 342 North Water Street. The former location had far more pedestrian and car traffic. The construction of Interstate 94 several blocks to the north of the school has most likely hurt student enrollment and clinic floor business.

Like any school with diverse instructors who have varied experiences, sometimes instruction is not always consistent.

Class sizes can affect consistency in teaching and learning by affecting the school's ability to do more or less hands-on workshops.

The Massage Therapy program is a fast-paced program that requires students to have a lot of homework and studying outside of class. Students who have learning challenges and weaknesses, as well as poor time management may find the program overwhelmingly difficult.

Students have provided feedback that the Institute of Beauty and Wellness could improve upon cleanliness, communication, and organization.

### **Opportunities**

The Institute of Beauty and Wellness looks to further expand its massage therapy enrollment because of Federal Financial Aid being offered to students. The school is excited by the increase in hours for the massage therapy program as well as the new location. The Institute of Beauty and Wellness believes these changes will continue to make the school a highly recognized and reputable Massage Therapy school in Milwaukee and the State of Wisconsin. The Institute of Beauty and Wellness strives to exceed the expectations of our students, so that they speak highly of our school and offer referrals to prospective students. The school looks to maintain a high traffic store front to raise awareness of the school. The Institute of Beauty and Wellness has state-of-the-art facilities equipped with modern technology and tools essential for effective and modern learning. The school understands the importance of accommodating students' various lifestyles and can look to adjust its schedules offered. The Institute of Beauty and Wellness looks forward to working with the general public more, specifically with a senior living group and a sports clinic with the UW-Milwaukee soccer team. The Massage Therapy program can continue to expand its hand-on workshops to more of the public.

In February 2015, the Institute of Beauty and Wellness acquired VICI Beauty School at 353 East Campus Mall, Madison, WI 53715 and renamed it, Aveda Institute Madison. The additional location received approval from NACCAS to offer the Cosmetology and Esthiology programs in

May 2015. In August 2015, The State of Wisconsin-Educational Approval Board approved Aveda Institute Madison to be an additional teaching location of the Institute of Beauty and Wellness with the approval of the Massage Therapy program. Aveda Institute Madison had these programs approved by NACCAS in September 2015. As Aveda Institute Madison is considered an additional location of the Institute of Beauty and Wellness, students are eligible for Federal Financial Aid. Aveda Institute Madison was hopeful to have the first classes of these programs start at Aveda Institute Madison in January 2016. Aveda Institute Madison had its first Massage Therapy program start in September 2016. In August 2024, Aveda Institute Madison's name was changed to The Institute of Beauty and Wellness Madison.

The Institute of Beauty and Wellness could assist students even more with employment opportunities and placement. Massage Therapy graduates could eventually work not only in a spa setting, but also in a medical and/or therapeutic setting. Ayurveda Esthetic graduates could have the opportunity to become wellness counselors, where they can give recommendations for diet, digestion, nutrition, and recommendations for better mental health.

### **Threats**

A significant threat to the massage therapy program is the loss and/or reduction of Federal Financial Aid. The school's enrollment depends on this funding for its students. Unfortunately, the U.S. Department of Education has not been authorized to increase Federal Financial Aid eligibility in the last 15 years to keep pace with inflation and increasing tuition. This has increased the out-of-pocket tuition payments for our students. The Institute of Beauty and Wellness faces increasing competition from other Massage Therapy schools which greatly affects the school's enrollment. The school worries that a saturated massage therapy job market may dissuade prospective students from coming to our school. The Institute of Beauty and Wellness believes that the standard for massage therapy schools continues to rise and we work to meet and exceed it. As the COVID-19 Pandemic may have impacted the graduation and employment of graduates, there may be Borrower Defense to Repayment claims that the school will have to review and address in the future.

**E. FUTURE THINK.** As The Institute of Beauty and Wellness works to increase student enrollment and add committed, knowledgeable, and passionate staff instructors, we hope to really grow the Massage Therapy and Ayurveda Esthetic departments. The Institute of Beauty and Wellness strives to no longer be known as just a cosmetology school, but also an institution that is one of the few schools on the Aveda network to offer Massage Therapy and is a leader among all Massage Therapy schools in the State of Wisconsin. The Institute of Beauty and Wellness notifies its staff and students that our goals are: 90% completion rate, 90% licensure rate, and 80% placement rate. We believe these goals are realistic and attainable. The Institute of Beauty and Wellness anticipates an increased use of technology for learning. Due to the COVID-19 Pandemic, students at the Institute of Beauty and Wellness have transitioned to hybrid learning. This type of learning may forever be the future of our school's curriculums and programs. The Institute of Beauty and Wellness has to continue to evolve with developing new schedules that better suit student's demanding schedules. We have to have our curriculum continue to evolve with changing technologies.

The Institute of Beauty and Wellness plans to move its teaching location, The Institute of Beauty and Wellness Madison, to a new location later in 2024 that will better serve its students.

As of August 2024, the U.S. Department of Education's Gainful Employment regulations regarding program length, including for our massage therapy program, are currently enjoined by a court injunction. If the U.S. Department of Education is eventually allowed to enforce the program length regulations, our massage therapy program would have to be reduced to 600 clock hours which we feel would diminish the education for our students. The program length regulations may also impact our Ayurveda Esthetic program. We are all committed to continuing to provide the best education for our students.