Below are the school’s 2024 updated SWOT goals. After reviewing and assessing the previous goals, we feel that the following goals fit our program the best.

1. S/W goal 1: Our previous goal of fine tuning the curriculum and adjusting has been going very well. We will continue to monitor our program and adjust our curriculum as needed to meet the needs of our students. Our current objective for S/W goal 1 will be to incorporate the spa industry’s most popular massage modalities into our curriculum. Strengths: We are in a spa and have access to the most current information and equipment; our weaknesses are the modalities may not be suitable for entry level massage therapists.
2. S/W goal 2: Our previous goal was to move to the online learning platform Canvas to better monitor the online education for our students. We have adopted Canvas into our program. The program was more expensive than we had expected and the onboarding training more time consuming than expected. We will keep this goal as we were only recently able to introduce it to the current students. Our current objective is to move all material to the online LMS system and organize it with additional resources to support our students. In addition to make sure all the links and downloads work as they are meant to. Strength is we now have access and the training; Weakness is that is does require many hours of inputting information and supporting the students when they have an issue with Canvas.
3. S/W goal 3: Our previous goal we to connect with spa professionals in the field of massage. I feel as if we have met the goal we set out to. Since we feel our goal has been met, we have chosen to add a new goal with the objective of our staff receiving more education and training in soft skills for different generations. Strength, we do have access to Kohler HR training at no cost to the school and staff that are very interested in engaging in this training. Weakness is the training we seek may not even be available. However, we are seeking opportunities to find this training.
4. S/W goal 4: Our previous goal was to have a weekly virtual study hall. What we learned from this experience is that the top graded students attend, however the lower graded students do not attend. So, our new objective is to make the virtual study hall mandatory for anyone on academic probation and update this in our next catalog. Strengths will be that is documented as a requirement in the catalog and our weakness is that struggling students may become overwhelmed, singled out or unavailable to attend causing hardship. However, we still believe it is in the best interest in supporting the student to be successful.
5. O/T goal 5: Our previous goal we to train spa professionals to be mentors and work with the students. We had great success with our mentorship program where each student was matched with a seasoned massage therapist. The massage therapist gave the student a professional massage and then was their student clinic client on the first and last clinic day. The feedback so far has all been positive. We will continue with our mentorship program. We will replace this goal with a new goal. New goal Objective: Starting Alumni days at our student clinic where we offer at no cost student massages to alumni. The hope is that the school can keep the Alumni engaged and supported. In addition, as the graduates grow in experience, they will become mentors once they have two years of professional experience. Opportunity is almost all graduates still work here on site and have been receptive to joining in and stopping in to say hi. Threat is that they are all busy now working and may not be available to participate or interested
6. O/T goal 1 Our previous goal was to attend more conventions and events to receive current information regarding the massage profession. We have met this goal. Our new Objective to increase community service hours within our program by moving hours out of other areas of the curriculum that have not been as effective as a learning opportunity. We feel this will also help with our soft skill goal. The Threat is that the community service event will not be as successful due to attendance or planning as this part is out of our control. In addition, the students may not be able to attend an event they would like to due to personal responsibility.
7. O/T goal 2: Our previous objective to fill the class with Kohler employees has far exceeded our expectations with all but one student being internal. What we found is that people enjoy cross training within the company, and this has been very successful. Our new objective is to improve the on boarding experience to our program with training videos for student on how they can make better use of all the Canvas tools for learning. Some students tend to be intimidated by technology for learning purposes. Opportunity is that we do have someone that is willing to help us make training videos and now that we have had students using it we can get their real life feedback as to what would be helpful. The threat is that technology can still be scary to some. Students need to be willing to explore the resources on their own also.
8. O/T goal 3 Our previous goal was to have instructors complete the ABMP instructor training program. We will keep this goal however we will build on it by adding additional instructor training opportunities. We also hope to encourage experienced massage therapists here at the spa to consider taking the training. Our Opportunity is that we have access to many resources for the instructors to access our threat is that they do not all invest in the time to use them. We have chosen this goal as we had an instructor leave our program after the first year and we had invested a lot of time and effort into her.