

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)

STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
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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:

The Meditative Groomer Academy

## II. PLANNING ELEMENTS

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

Our mission is to make pet grooming more accessible to anyone and everyone. Whether you are new to grooming or looking to expand your skills as a pet stylist, the Meditative Groomer Academy has a program for you. Using tools such as model dogs, private lessons, teaching, and consulting for groomers and their business, we aim to give you a comprehensive, well-rounded education. We are dedicated to upholding integrity in the industry and providing peace and harmony to its clients. Bottom line, we treat you the way we would want to be treated.

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**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.

We are part of the growing pet care industry, which has seen a surge in demand since 2020 due to the rise in pet ownership. Our customers are people who have a passion for animals and want to pursue a rewarding career that allows them to express their creativity and compassion. We also cater to students with neurodivergences, who may face challenges in traditional learning environments. We aim to create an inclusive and supportive atmosphere. We promote our school through various channels, such as social media, online platforms, flyers, word-of-mouth, and partnerships with local pet shelters. We also participate in events and expos related to the pet industry. Our main competitors included a handful of surrounding grooming academies, only one is in Wisconsin and registered with the EAP. There are also some online grooming schools that offer online only education. The last group of competitors are grooming salons that offer in-house training. We differentiate ourselves by providing in-person instruction with small class sizes, which ensures individual attention and feedback. We are also the only grooming school that is committed to teaching in a neurodiverse friendly manner.

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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.

Stephenie Calhoun is the Chief School Administrator and Head Instructor. John Calhoun is the Compliance Officer and Administrator. Meg Ioffredo is the Marketing Director and Instructor. The remaining instructors are all Independent Contractors and have no management duties.

Stephenie is regularly consulting with our instructors about the most current pet grooming topics and methods of presenting it to our students and reviewing our programs. Stephenie and Meg also regularly meet with ideas for the academy and the focus of the school's marketing. Stephenie is also in constant contact with John Calhoun about the finances and business aspect of the company.

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**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**

- In addition to Stephenie Calhoun's instruction, we have 6 additional industry leaders that will lend their instruction and programs to the Academy's curriculum.
- The academy offers a small class size limiting the maximum number of students at any time to 4 students. This is significantly less than most other grooming academies.
- The MGA is the only grooming school committed to a focus on neurodivergent friendly learning.

#### **Weaknesses**

- Most of the instruction will be performed by one instructor (Stephenie Calhoun). Other instructors are set up to step in if Stephenie is unable to teach for a small period but should something catastrophic happen to Stephenie it would be a challenge to find a long-term replacement.
- The program does require full commitment from the students, because of this there may be some challenges for a student to attend. They will likely be unable to work both a full-time job and attend the academy. This may also require students to find lodging during the program as the distance to commute may be too far.
- Because class size is small regular enrollment for the academy is a must for the academy to be successful.

#### **Opportunities**

- The grooming industry is underserved right now and there are few places willing to teach prospective groomers.
- Enrollment in undergraduate programs is down since 2019 and many prospective students will be either entering the workforce or looking to learn a trade instead of a traditional 4-year postsecondary education.

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- The pet grooming industry is expected to grow by 7% annually in the next 7 years. If true, grooming as a career should be an attractive position with open positions and competitive pay.

**Threats**

- A potential decrease in pet ownership is likely in the coming years due to a boom during 2020 and 2021. The industry may become overstaffed if pet ownership declines steeply.
- The grooming industry is currently unregulated by any government that may change in the future. This would likely make a major change in how the program is taught and increase the cost of attendance.
- A potential looming recession could impact both pet ownership and willingness of prospective students to enroll in the academy.

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**D. SWOT ANALYSIS** *(continued)*

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**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

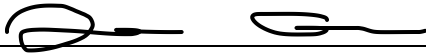
Five years from now, our school will be a leader in the grooming education industry, not only in Wisconsin, but across the country. We will have reached our maximum enrolment capacity and be looking for opportunities to expand our facilities and programs. We will be known for our innovative and inclusive approach to grooming education, catering to the needs and strengths of neurodiverse students. Our school, the Meditative Groomer Academy, will offer a holistic and supportive learning environment, where students can develop their skills, confidence and creativity in grooming. We will have a strong reputation for producing graduates who are competent, professional and compassionate groomers, ready to meet the demands and challenges of the market

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**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:

John Calhoun

Date:

8/10/2024

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# INSTITUTIONAL SYSTEMS

