



Alexandria
ABMP School Issues Forum 2010

Building a Better Massage School Business

With Paulette Genthon, Sandy Fritz, Jeff Mann, Paul Stone

Building A Better Massage School Business

The Panelists

- Moderator: Paulette Genthon
- Panelist: Sandy Fritz
- Panelist: Jeff Mann
- Panelist: Paul Stone

The Session

- Panel Discussion

Question

Can you describe your role at the school where you work? How do you directly contribute to improving the school as a business?

Question

Do you conduct a strategic planning process for your school? If yes, how often and who is included?

Question

What processes are in place to ensure your school has access to high-quality instructors? How do you retain instructors and manage instructor issues?

Question

Attrition costs the school money and can indicate admissions ineffectiveness or trouble in the education department. What methods do you use to reduce attrition and support student success in your academic programs?

Question

Marketing and branding are important, especially in areas where a number of massage schools vie for prospective students. What are your top two ways to get the word out about your school and entice prospective students through your door?

Question

If you could offer three tips to a new massage school business owner for effective admissions and enrollment, what would you say?

Question

What processes do you have in place to ensure your graduates are ready for the demands of a massage career? How do you assist graduates in their job hunt or in the start up period of their practices?

Question

What are your current goals for your school? How do you plan to reach those goals? What challenges face you and how will you overcome them?

Question

Is your school innovative? How so/why not? How do you promote innovation from staff and faculty?

Question

How does your campus cope with change? As leaders how can we facilitate change more effectively?

Thank You!

