

In order to support, inform and educate consumers, The California Private Postsecondary Education Act (CPPEA) requires under section 94910 of California Education Code (CEC) that a school provide information for each program offered in regards to completion rates, placement rates, licensure exam passage rates, and salary/wage information. We would like you to be fully informed so as to ensure that you create exactly what you want out of your career.

<b>Professional Massage Therapy Levels 1 &amp; 2 (PMP and PMT)</b> <b>Chinese Language Professional Massage Therapy Levels 1 &amp; 2 (PMT-C)</b> <b>Energy and Somatic Massage Therapy (ESM)</b> <b>Holistic Life Coaching Program (HLC)</b> <b>Yoga Teacher Training Program (YTT)</b>	<b>Master Bodyworker (MBW)*</b> <b>Teaching, Training, Coaching Program (TTC) (not 2011)</b> <b>Holistic Health and Wellness Practitioner (HHWP)*</b> <b>Holistic Health and Wellness Educator (HHWE)*</b>
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### San Francisco Completion Rates\*

<u>Year</u>	<u>Program Name</u>	<u>Length</u>	<u>Students Who Began</u> <sup>1</sup>	<u>Students Available for Graduation</u> <sup>2</sup>	<u>Graduates</u> <sup>3</sup>	<u>Completion Rate</u> <sup>4</sup>	<u>150% Graduates</u> <sup>5</sup>	<u>150% Completion Rates</u> <sup>6</sup>
		hours	#	#	#	%		
2010	PMT	660	46	38	36	95.00%		
	GLP	600	14	14	13	93.00%		
	MBW	1000	2	1	1	100.00%		
2011	PMP	275	5	5	4	80.00%		
	PMT	235	4	4	3	75.00%		
	PMP-C	250	2	2	2	100.00%		
	PMT-C	250	14	14	14	100.00%		
	HLC 1	124	3	3	3	100.00%		
	HLC 2	462	2	2	2	100.00%		
	HLC 1-3	800	2	2	2	100.00%		
	ESM	760	4	4	3	75.00%		

### Pleasanton Completion Rates

<u>Year</u>	<u>Program Name</u>	<u>Length</u>	<u>Students Who Began</u> <sup>1</sup>	<u>Students Available for Graduation</u> <sup>2</sup>	<u>Graduates</u> <sup>3</sup>	<u>Completion Rate</u> <sup>4</sup>	<u>150% Graduates</u> <sup>5</sup>	<u>150% Completion Rates</u> <sup>6</sup>
			#	#	#	%		
2010	PMT	660	23	19	19	100.00%		
	GLP	600	4	4	4	93.00%		
	MBW	1000	2	1	1	100.00%		
2011	PMP	275	2	2	2	100.00%		
	PMT	235	8	8	8	100.00%		
	HLC 1	124	1	1	1	100.00%		
	HLC 1-3	800	8	7	7	100.00%		
	ESM	760	4	4	3	75.00%		

scheduled to complete the program within the reporting calendar year.

<sup>2</sup>"Students available for graduation" is # of students who began program minus the number of "Students unavailable for graduation," which means those students who have died, been incarcerated, or called to active military duty. <sup>3</sup>"Graduates" is the # of students who completed the program within 100% of the program length. <sup>4</sup>"Completion Rate" = number of Graduates divided by the Number of Students Available for Graduation. <sup>5</sup>"150% Graduates" = # of students completing program within 101-150% of the program length. <sup>6</sup>"150% Completion Rate" = # of students who completed the program in the reported calendar year within 101-150% of the published program length divided by the # of Students Available for Graduation.

### San Francisco Salary and Wage Information

Year	Program Name	Graduates Available for Employment <sup>1</sup>	Graduates Employed in the Field <sup>2</sup>	Annual Salary and Wages reported Graduates Employed in the Field <sup>3</sup>					
				\$25,001 = \$30,000	\$30,001 = \$35,000	\$35,001 = \$40,000	\$40,001 = \$45,000	\$45,001 = \$50,000	Students not reporting Salary
		#	#						
2010	PMT	36	31	19	2				9
	GLP	14	10	7	2				1
	MBW	2	1		1				
2011	PMP	4	2	2					
	PMT	3	3	1	1				1
	PMP-C	2	2	1					1
	PMT-C	14	12	4					10
	HLC 1	3	3	1					2
	HLC 2	2	2	1	1				
	HLC 1-3	2	2	1					1
	ESM	3	3	1					2

### Pleasanton Salary and Wage Information

Year	Program Name	Graduates Available for Employment <sup>1</sup>	Graduates Employed in the Field <sup>2</sup>	Annual Salary and Wages reported Graduates Employed in the Field <sup>3</sup>					
				\$25,001 = \$30,000	\$30,001 = \$35,000	\$35,001 = \$40,000	\$40,001 = \$45,000	\$45,001 = \$50,000	Students not reporting Salary
		#	#						
2010	PMT	19	15	9	1	2			3
	GLP	4	4	2	2				0
	MBW	1	1	1					
2011	PMP	2	2	1					1
	PMT	8	7	2	1				4
	HLC 1	1	1						1

do not have a visa allowing employment in the United States, or are continuing their education in an accredited or bureau-approved postsecondary institution.

<sup>2</sup> "Graduates employed in the field" means graduates who are gainfully employed within six months of graduation in apposition for which the skills obtained through the education and training provided by the institution are required or provided a significant advantage to the graduate in obtaining the position.

<sup>3</sup> Salary is as reported by the student. Not all graduates reported salary.

The following wage and salary data for massage therapy and life coaching was obtained from the Employment Development Department's Occupational Employment Statistics ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)):

<b>Program Name</b>	<b>EDD Occupational Employment California</b> (Employment only data 1st Qtr. 2010)	<b>Professional Association Data</b> (Combined employment [work for others] and independent practice data [work for self])
Holistic Massage Therapy	AVG. \$19.82/HR	AVG. \$39-\$40/HR (ABMP and AMTA Annual Survey 2007--with ranges from \$18-\$150 per hour)
Holistic Life Coaching	Not available	No association data available because income range is too diverse. Ranges from \$45 to \$250 per hour.*
Holistic Health Teachers "Self-Enrichment Education Teachers"	AVG. \$20.09/HR	There is not yet a professional association of holistic health teachers, trainers or coaches therefore there is no association data is available at this time.
Yoga Teachers ("Fitness and Aerobic Instructors")	AVG. \$18.83/HR	No association data is available at the time of writing. Ranges \$40 to \$60 per hour on average.*

To obtain a description of the manner the above statistics were gathered, or to obtain a list of employment positions determined to be within the field with regards to job placement of graduates, please ask to speak with the School Director.

Wage and salary data was gathered using the following data: graduate employment verification surveys and the Employment Development Department's Occupational Employment Statistics, and the AMTA and ABMP Annual Survey Statistics and phone interviews of local therapists in San Francisco, Marin and the East Bay areas.

### **Massage Therapist Career Data**

In the field of massage in particular, it is our studied opinion that "employment" data (working for others such as at a spa) does not reflect the likelihood of a graduate creating a fully sustainable career. These data (below) suggest that career sustainability may be linked to at least two basic factors independent of employment:

- 1) the ability of the massage therapist to become a sole (independent) practitioner<sup>1</sup>
- 2) whether or not the therapist has experienced at least one or more careers prior to massage<sup>2</sup>
- 3) leadership capacities/ interest in development and self development

For these reasons, and many, many more, we train our massage therapists for "employment" (working for others) primarily as a optional first step and also in becoming a private, independent practitioner, since doing both is most productive and enjoyable in the industry. Becoming an independent massage practitioner suggests an entirely different approach to training than does seeking employment training alone (as is so popular at corporate massage schools and purely vocational-technical schools).

words, all the labor stats that we are asked to present to you come from employment statistics alone and therefore cannot by definition reflect income from all the millions of people whose data is unavailable to us in self-employment who have independent practices.

For this reason, we believe that data from massage industry association surveys more accurately reflects potential earnings for massage therapists because it averages income from both private practice and employed practitioners.

According to the 2007 ABMP and AMTA massage professionals surveys, massage therapists earn on average, \$39-\$40 per hour (including tips), work approximately 12-15 hours per week practicing massage, and receive at least half of their income from additional sources such as teaching massage, providing healthcare in some form or another, or do some other type of work<sup>3</sup>.

### **Life Coaching Career Data**

Life coaching [See "Coaching" under the Wiki Encyclopedia] is typically an entrepreneurial (self-employed) activity and therefore doesn't usually include "employment" by others. There are some employment opportunities as a coach with self-improvement services such as Anthony Robbins, Robert Kyosaki, Michael Gerber, Steven Covey, etc., yet most coaches choose the path of self-employment, coaching independently and charging anywhere from \$45 to \$300 per session. Some also charge by the month for one or calls per work or month, and also find selling a series of sessions beneficial to both their cash flow and for the commitment of the client.

For this reason, employment statistics and employment earnings data are not available from either the US Bureau of Labor Statistics, the California Employment Development Department, or the International Coaching Federation (<http://www.coachfederation.org/>).

Part of the reason for determining average coaching earnings is so difficult that the term "coaching" has become so popular in recent years that it has become virtually synonymous with private consulting. Business consultants often refer to themselves as "executive coaches." Some marriage and family therapists and even psychologists are referring to themselves as "relationship coaches" or "life coaches" as well. There are career counselors are now referring to themselves as "career coaches." Health counselors and fitness consultants are referring to themselves as "health and wellness coaches." Again, they charge anywhere from \$45 to \$300 per session. Some coaches we have found out charge by the day at a rate of \$750 and more.

As you may have guessed, with this type of diversity of coaching professions, determining an average earning wage by averaging earnings will yield results that are ultimately misleading. If you do your own research, we encourage you to look skeptically at much of the data that currently exists because it cannot by definition provide data that is conclusive in any way. We suggest that you call around yourself to the ads that reflect what focus you might want to model and get the current going rates yourself as well.

The training that World School provides will allow most anyone with professional experience to tailor your experience into a niche coaching profession that will yield great results. We do this by providing skills training in a wide number of areas (communication, health, wellness, life coaching, teaching, counseling, etc.) that are all integrated and designed to support a client in achieving a desired outcome. You literally can promise results to your clients and help them achieve them.

Conversely, if you do not have a significant work or professional background, our training will allow you to develop niches in "health coaching," "life coaching," "transformational coaching," "home health coaching," "relationship coaching." and many others. We help you bring out your confidence to make your dreams come true and achieve

It that is something you would like to explore further. We are committed to supporting you in continuing your professional development through your lifespan in this career and have therefore designed our curriculum to meet most of the training requirements set by the International Coaching Federation for each of their credentialing levels. What we bring is unique in health, holistic health and new-found courage and wisdom to this industry.

### **Holistic Health Teacher, Trainer and Coach Career Data**

Holistic health teaching, training and coaching careers often include or are exclusively an entrepreneurial (self-employed) activity and therefore do not typically include "employment" by others. For instance, such teachers often provide private educational workshops that bring clients to other services they provide such as massage therapy, life coaching, etc. or that sell other educational products they provide such as DVDs, books and private educational programs. Coaches with experience as teachers and trainers are able to provide coaching to groups of people that allow them to earn more income with less time invested.

Additionally, as you may be aware, massage therapists often supplement their income through other sources because many only want to provide 18-25 hours of massage per week. Holistic Health Instruction as a faculty person is yet another source of income, with an average pay of \$20 to \$45 per hour for most schools. Most of our graduates who become teachers also teach their own private workshops and classes as well as, in some cases teach at our school.

The State of California has identified a teaching category, which they call "Self-Enrichment Education Teachers." This data we have included in the income statistics above. We are also clear that this data does NOT reflect the additional income opportunities that are available to you through self-employment activities such as those we have described above.

### **Yoga and Meditation Instructor Career Data**

The State of California has identified yoga instructor as a subcategory within "Fitness and Aerobic Instructors." We have included these data in the chart above. Please note, these data reflect income from employment by others only and does NOT reflect the additional income opportunities that are available to you through self-employment activities such as self-employed private yoga instruction: leading private classes, lessons, and experiencing many work/travel opportunities as well.

The yoga teacher training program at World School is designed with a strong emphasis upon the therapeutic aspects of yoga as well as the spiritual and meditation practices of yoga. Each of these emphasis make our yoga training particularly well-suited for private, self-employed yoga instruction.

Additionally, if you are a massage therapist or coach, yoga instruction is also a valuable and abundant resource for groups of people that are often interested in becoming private clients of your massage, healing or coaching practices as well.

### **TO BE ADDED TO EMPLOYMENT DATA**

The data is therefore not yet complete for who has filed and received their licenses and/or created employment or self-employment positions. Research is done on an ongoing basis to contact each person and gain this information. For past years, please see the addendum at the end of this document.

this fact sheet that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at: P.O. Box 980818, West Sacramento, CA 95798-0818, www.bppe.ca.gov, Phone: 888.370.7589.

**I have read and understood the School Performance Fact Sheet.**

**The School Performance Fact Sheet was reviewed and discussed with a school official prior to signing an enrollment agreement.**

**I have received a copy of the School Performance Fact Sheet for my records.**

Student Name - Print \_\_\_\_\_

Student Signature \_\_\_\_\_ Date\_\_\_\_\_

School Official \_\_\_\_\_ Date\_\_\_\_\_

Information regarding general salary and placement statistics may be available from government sources or from the institution, but is not equivalent to actual performance data.

There is not yet a California state licensure exam for the massage or coaching fields and therefore it is not possible for us to report statistics for an exam passage rate. At this time, everyone who applies to California for massage licensure and meets the basic requirements receives licensure.