



School Performance Fact Sheet

The California Private Postsecondary Education Act (CPPEA) requires under section 94910 of the CPPES that a school provide information for each program in regards to, completion rates, placement rates, licensure exam passage rates, and salary/wage information. The following information is from data compiled for the period of January 1, 2012 to December 31, 2012. There is not a state licensure exam for Acupressure, Massage, and/or Bodywork; thus we do not report statistics for a passage rate.

Program Completion Rates*

In 2012, we had 85 new program enrollments, with a total of 94 students active in our programs. Sixteen (16) students completed their programs in 2012 (17.39% completion rate). In 2012 only 3 of AI's 9 Programs were contracted to complete in 1 year (or less). Details of each program are provided below -

Acupressure Institute Programs - 2012		Enrolled	Active	Inactive	Dropped	Grad in 2012	% Grad/ 1 yr
70hr ACE (Self Care)	Closed 12/31/12	7	6		1	2	33.33%
100hr Practitioner Supplement (Professional Care)	Closed 12/31/12	21	20		1	6	30.00%
150hr Basic Acupressure (Self & Share Care)	Closed 12/31/12	21	21			2	9.52%
200hr Acu Specializations (Self, Share & Pro Care)	Closed 12/31/11	0	0				N/A
250hr Acu Practitioner Foundations (Pro Care)		18	18			4	22.22%
250hr Acu Specializations (Self, Share & Pro Care)	Closed 12/31/12	14	14			1	7.14%
500hr Acu Therapist (Pro-Care)		10	10			1	10.00%
850hr Acu Therapy (Self, Share & Pro Care)	Closed 12/31/12	3	3				0.00%
1000hr Acu Mastery Program (Pro Care)	Closed 12/31/12	0	0				N/A
TOTALS		94	92	0	2	16	17.39%
<small>As of 12/31/12 all AI Programs are transitioning to 125 hr modules. Each module = 1 year. For 2013 & beyond Programs will be 125 hrs, 250 hrs or 500 hrs ONLY.</small>							

Placement Rates

The Acupressure Institute **does not** provide Placement Assistance, nor do we advertise that a student's studies at the Acupressure Institute will lead to employment or to a particular career. Through the years many individuals have crafted work using the training they received at the Acupressure Institute. The primary line of work developed by those individuals is Massage Therapy. In today's economy Massage Therapy is a decidedly entrepreneurial activity, with most active practitioners working as sole proprietors or independent contractors. Over the years numerous AI graduates have gone on to become Acupuncturists in California and other states.

Licensure Exam Passage Rates

There is not a California state licensure exam for Acupressure, Massage, and/or Bodywork; thus we do not report statistics for a passage rate.

Salary/Wage Information

The median hourly wage in 2012 for **Massage Therapists** in the North Coast Region of California is \$21.82

Source: Employment Development Department, Labor Market Information Division

<https://www.labormarketinfo.edd.ca.gov/>

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 the school director.

Wage and salary data was gathered using the data from the Employment Development Department, Labor Market Information Division <https://www.labormarkerinfo.edd.ca.gov/>

Any questions a student may have regarding this fact sheet that have not been satisfactorily answered by the institution may be directed go the Bureau for Private Postsecondary Education at:

P.O. Box 98018, West Sacramento, CA 95798-0818 www.bppe.ca.gov Phone: 888-370-7589.

Please read both sides of this School Performance Fact Sheet, and then sign and date where appropriate.

1533 Shattuck Ave. Berkeley, CA 94709 (510) 845-1059

www.AcupressureInstitute.com



Please read both sides of this School Performance Fact Sheet, and then sign and date below.

***As to Program Completion Rates**

We believe it is in our students and all potential students best interests to know the following-

In California within the last 6 years there has been significant change in State requirements for BPPE Approved Schools reporting their students progress, for Massage Therapists becoming “Certified” in California, and, of course in the local, statewide and national levels of the economy. In this ferment of activity and dramatic change, the Acupressure Institute is working diligently to provide students with school performance statistics so that they may make well-informed choices as to their education. *In any statistical representation the questions asked, and the context of the questions asked strongly influence the statistics generated.* The following is an attempt to provide AI statistics appropriate context -

The primary mission of the Acupressure Institute is to train people in the Arts & Crafts of Acupressure and Asian Bodywork Therapy. For some, Acupressure training is vocational and for some Acupressure training is avocational. As a BPPE approved school, and especially as a candidate for re-approval/approval via the BPPE we are regulated as if we were 100% a vocational school, and we provide statistics pursuant to that regulation. This makes our completion rates lower than they would be if we only measured vocationally oriented students. Please note that in 2013 and beyond we will be reporting statistics based upon our new 125-hour training modules, with AI Programs being contracted in 1, 2 or 4 module packages. This will likely allow our reporting to be more clearly representative of our actual completion rates. Further, completion of our Anatomy module will be the closest to "true" representation of our vocationally oriented students completion rate.

To provide a sense of the populations we teach, both vocational and avocational, we look at three groups we name Self Care, Share Care and Professional Care. Approx. 33% of our students study Acupressure solely for Self Care and/or self-improvement. Approx. 33% of our students are studying Acupressure as Professional Care, that is, with the intention of generating some income from the practice and/or teaching of Acupressure. The other 33% look to their training at AI to help them Share Care as an avocation, with family, friends, pets, and as volunteers in various roles in the community.

In addition to the differences noted above, for those seeking California State Approved Certification as a Certified Massage Practitioner (CPM) and/or as a Certified Massage Therapist (CMT), CERTIFICATION itself is presently VOLUNTARY. Thus, not all inclined towards professional practice or who are practicing professionally are actually “Certified”. Application for professional status in California DOES NOT require completion of a program, only that appropriate hours get transcribed by an Approved School. Both the voluntary nature of Certification in California, and the non-requirement of program completion work against schools such as ours having maximal levels of program completion as defined by present regulations.

AI’s training programs have always been designed as flexible programs where a student can largely set their own educational pace. Only 1 AI Program **must** be completed in 1 year (70 hr. ACE Program), whereas all other programs may take 20 months to 4 years for completion, thus tracking 1-year completion rates has inherent issues as far as providing a clear picture of “completion”. Again, in 2013 we will be tracking completions by 1 module = 1 year, thus tracking 1-year completion rates will be closer to "true".

This fact sheet is filed with the Bureau for Private Postsecondary Education. Regardless of any information you may have relating to completion rates, placement rates, starting salaries, or license exam passage rates, this fact sheet contains the information as calculated pursuant to state law.

Any questions a student may have regarding this fact sheet that have not been satisfactorily answered by the institution may be directed go the Bureau for Private Postsecondary Education at:
P.O. Box 98018, West Sacramento, CA 95798-0818 **www.BPPE.ca.gov** Phone: 888-370-7589.

Student Name (print)

Signature

Date

School Official (print)

Signature

Date