



2012 STUDENT CATALOG



Nathan O'Hara, Ph.D., C.M.T.

Owner and Director

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This Catalog is valid from January 1, 2012 through December 31, 2012

Dear Prospective Student,

As a massage therapist since 1983, I can attest to the personal satisfaction, financial rewards and lifestyle flexibility that this profession offers its practitioners. Your investment in a Massage Technician Certification Course will prepare you for a career in which you can earn a good living by helping your clients improve their health, well-being and alive-ness! I cordially invite you to join this wholesome and valued profession.

With warmest regards,

Nathan O'Hara, Ph.D, L.M.T. , Director

OUR MISSION

The Mission of ALIVE! Institute of Therapeutic Massage is to provide a caring and inspiring learning experience that prepares aspiring massage therapists for successful careers in this wonderfully effective and profitable healing art.

The objectives of ALIVE! Institute are:

1. All students of the Institute will receive training in the skills and knowledge necessary for a successful career in the Professional Practice of Therapeutic Massage in an enjoyable and inspiring atmosphere that is conducive to learning;
2. All graduates of the Institute will understand the practical and ethical considerations associated with the practice of Therapeutic Massage;
3. All graduates of the Institute will be able to attain California certification as a either a Massage Practitioner (250-hour course) or Massage Therapist (500-hour course), or the equivalent licensure in the city or county where they choose to practice massage;
4. All graduates of the 500-Hour Course will be prepared to sit for and pass the *National Certification Board for Therapeutic Massage and Bodywork* (NCBTMB) examination and/or the Federation of State Massage Therapy Boards' *Massage and Bodywork Licensing Examination* (MBLEx), should they so choose (no examination is required for California certification).

Alive! Institute of Therapeutic Massage is a private institution, which is approved to operate by the California Bureau for Private Postsecondary Education. All of the following apply to our school:

- (A) Any questions a student may have regarding this catalog 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; web address <http://www.bppe.ca.gov>; telephone (888) 370-7589; fax number (916) 263-1897.
- (B) As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.
- (C) A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site (<http://www.bppe.ca.gov>).

It is the policy of this institution to provide each prospective student with a school catalog prior to enrollment. Catalogs are updated at the beginning of each calendar year.

Classes are held at 521 W. Channel Islands Boulevard – Suite 9, Port Hueneme, CA 93041.

THE ALIVE! INSTITUTE OF THERAPEUTIC MASSAGE

The Institute is dedicated to training skilled, ethical, and knowledgeable massage therapists who are prepared to enter their chosen field immediately in service to their communities. Our small class size allows for individual educational attention, and our modest fee structure is designed to enable anyone, regardless of current means, to become a professional massage therapist.

Our classroom is equipped with massage tables and massage chairs, a library of DVDs and books on various aspects of massage therapy, and other learning aids such as anatomy charts and handouts. Students may access the library by choosing the item(s) they wish to check out and signing these out on the Library Checkout Form located on the bookshelf. Our training prepares students in a variety of methods for helping their clients relieve pain, release muscular contractures, improve circulation and increase relaxation.

The Institute does not provide English-as-a-second-language (ESL) instruction. Classes may be offered in English, Spanish, or Mandarin Chinese depending on whether there are enough students to make it financially feasible to retain an instructor competent in that language. Students are expected to enter with a basic level of competency in the language in which the class will be taught. Language competence will be determined by the instructor through verbal interaction with the student prior to enrollment.

Alive! Institute has no pending petition in bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding five years, nor has it had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code.

Alive! Institute does not claim to offer any student services other than direct classroom instruction in therapeutic massage. The Institute does not provide assistance with student housing.

PRIOR CREDITS EARNED

Alive! Institute has not entered into an articulation or transfer agreement with any other institution. Credits earned in other massage therapy schools may be accepted, with determination made on a case by case basis. If credits are accepted, there will be no charge by this institution for those valid credits the student has already earned elsewhere.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of hours you earn at Alive! Institute of Therapeutic Massage is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the diploma you earn in Therapeutic Massage is also at the complete discretion of the institution to which you may seek to transfer. If the diploma or clock hours that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Alive! Institute to determine if your hours or diploma will transfer.

CAREER OPPORTUNITIES

Many licensed massage therapists enter private practice either as individuals or in partnership with other massage therapists or other licensed health practitioners (typically physical therapists or chiropractors). Others obtain positions with hotels, spas, fitness centers, medical offices, cruise ships, or retreat centers. The Institute provides its graduates with letters of recommendation upon successful completion of coursework, but does not guarantee job placement.

FINANCIAL AID

Alive! Institute does not participate in Federal or State financial aid programs. The Institute does accept third party payment from the Military Spouse Career Advancement (MYCAA) and Veterans' Benefits programs. The prospective student is responsible to contact and initiate the request for assistance to these organizations.

If a student obtains a loan, the student will have to repay the full amount of the loan plus interest, less the amount of any refund, and that, if the student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

CALIFORNIA STRF REQUIREMENTS

It is a state requirement that a student who pays his or her tuition is required to pay a state-imposed assessment for the Student Tuition Recovery Fund. You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program, or
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party."

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California residents, or are enrolled in a residency programs attending certain schools regulated by the Bureau for Private Postsecondary Education. You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act."

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Note: Authority cited: Sections 94803, 94877 and 94923, Education Code. Section 94923, Education Code.

COURSES OF INSTRUCTION

I. **Professional Practice of Therapeutic Massage – 250 Hour Course**, prepares students for the California Massage Practitioner certification, and for licensure in most local jurisdictions. The 250 class hours include:

✚ Human Anatomy and Physiology	50 Hours
✚ Practice of Therapeutic Massage	100 Hours
✚ Hydrotherapy	15 Hours
✚ Health and Hygiene	20 Hours
✚ Business Practices and Professional Ethics	15 Hours
✚ Supervised Practicum	50 Hours

Requirements for graduation and certification are:

- Satisfactory attendance of 250 clock hours
- 70% average grade on examinations

Total of charges for the 250 Hour Course is **\$1,550.00**, including \$1,446 tuition, \$4 nonrefundable STRF fee, and \$100 nonrefundable Registration Fee. The textbook *Massage Therapy: Principles and Practice* is included. A **\$200 discount** is available when paid in full two weeks before the start of classes. Total of charges per hour of attendance is \$6.20 ($\$1,550 \div 250$).

II. **Professional Practice of Therapeutic Massage – 500 Hour Course**, prepares students for the California Massage Therapist certification, and for licensure in most California jurisdictions as well as in most States. It also qualifies graduates to sit for the National Certification Examination. The 500 class hours include:

✚ Human Anatomy and Physiology	100 Hours
✚ Pathology	50 Hours
✚ Practice of Therapeutic Massage	100 Hours
✚ Hydrotherapy	15 Hours
✚ Health and Hygiene	20 Hours
✚ Business Practices and Professional Ethics	15 Hours
✚ Supervised Practicum	100 Hours

ELECTIVES (Class chooses a total of 100 hours):

✚ Acupressure and Oriental Health Care Specialization	50 Hours
✚ Sports and Trigger Point Massage Specialization	50 Hours
✚ Energy Therapies Specialization	50 Hours
✚ Reflexology Overview	25 Hours
✚ Deep Tissue Massage Overview	25 Hours
✚ Lymphatic Drainage Massage Specialization	25 Hours

Requirements for graduation and certification are:

- Satisfactory attendance of 500 clock hours
- 70% average grade on examinations

Total of charges for the 500 Hour Course is **\$3,000**, including \$2,892.50 tuition, \$7.50 nonrefundable STRF fee, and \$100.00 nonrefundable Registration Fee. The textbook *Massage Therapy: Principles and Practice* is included. A **\$400 discount** applies when paid in full two weeks before the start of classes. Total of charges per hour of attendance is \$6.00 ($\$3,000 \div 500$). At least 50% of the total fee (\$1,500) is due the first day of classes, and the balance is due at the completion of 250 hours.

INSTRUCTORS

Nathan O'Hara: The Director and Chief Instructor of the ALIVE! Institute of Therapeutic Massage, Dr. O'Hara, has worked as a licensed massage technician since 1983. He has held the degree of Doctor of Philosophy in Education from UCSB since 1985. Dr. O'Hara's relevant experience includes:

- Providing therapeutic massage services to clients since 1983;
- Supervising other licensed massage technicians working on an independent contract basis since 2004;
- Over 20 years providing health education instruction for Planned Parenthood of Santa Barbara (1980-1989), Snohomish Health District in Everett Washington (1989-1990), and the Santa Barbara County Public Health Department (1992-2002).



Lucy O'Hara: Mrs. O'Hara has been a licensed massage therapist in Los Angeles County since 1999, and is a member in good standing of the American Massage Therapy Association. She has received extensive training in Chinese Foot Reflexology during her many stays in China. Her specializations also include Swedish Massage, Acupressure, as well as the business of massage. Mrs. O'Hara is also a published writer of short stories.

Qian Chelsea Yang is a licensed Massage Therapist and Massage Instructor in both California and Texas. She holds the B.S. in Business Economics from UCLA, and in 2008 completed her course of study to become a Licensed Vocational Nurse at the Valley Baptist Hospital in Harlingen, Texas. Ms. Yang's specializations include Anatomy, Physiology, Kinesiology, Acupressure, and Massage Pathology.



Maxine Yang is a Certified Massage Therapist, with over five years of experience in the field. She holds the B.S. in psychology from UCLA, and is proficient in both English and Mandarin Chinese. Maxine's specializations are Swedish Massage, self care for therapist, and massage related communication skills. .

POLICIES

Admission Requirements: The minimum level of education and preparation for admission to the ALIVE! Institute of Therapeutic Massage is:

- the student must have reached the age of 18, as verified by the student's driver license or government ID card;
- the student must have a high school diploma or its equivalent;
- the student must be emotionally stable and physically capable of performing massage (verification of health shall be by a negative TB test taken within the past 60 days;
- the student must have no felony convictions on her or his record, as verified by a police live fingerprint scan.

Entrance Testing Requirements: NONE

Attendance: To qualify for graduation the student must attend all classes for the full duration of their course. Missed classes may be made up during a subsequent session of the course. In some cases, classes may be made up by agreement with the instructor at the instructor's discretion. This is because massage licensing / certifying agencies require that licensees have attended the full number of instructional hours to qualify for licensure or certification.

Tardiness is disruptive to the learning process of all students, and as such is not acceptable. Each student is permitted one tardy. After the first tardy each tardy may count as one hour of absence at the discretion of the instructor, and must be made up in order for the student to receive her or his graduation certificate.

Withdrawal: Students may discontinue their participation in the Institute at any time. Please see pages 8 through 9 of this catalog ("Cancellation and Refund Policies") for an explanation of the Institute's policies on cancellation and withdrawal.

Leave of Absence: Students may request up to two leaves of absence, allowing them to resume classes where they left off during the next or a subsequent session as agreed upon with the Institute Director.

Grading and Student Assessment: Grading will be based on a combination of class participation, observation of skills by the class instructor, and scores on a Mid-Term and Final Examination. Written and, if appropriate, practice examinations will be administered at the end of each section of the course. The written examinations will follow the format of the National Certification Board for Therapeutic Massage and Bodywork and be graded on a standard percentage point basis with a maximum of 100 points (i.e. A = 90-100 points; B = 80-89 points; C = 70-79 points; D = 60-69 points; and F = 0-59 points). The practical examinations will be scored by the instructor(s) using a criteria sheet, also on a percentage point basis with 100 as the maximum score.

Graduation Requirements:

1. Completion of the full number of hours of training – this is because licensing agencies require that licensees have the full number of instructional hours to qualify for licensure;
2. A minimum 'C' (70%) average if the class is taken on a graded basis, or a 'Pass' recommendation by the Instructor for each segment of the course.

Rules of Conduct: Students are expected to attend all classes with a clear mind (not intoxicated or otherwise impaired), and with the intention to learn. Violence, serious disrespect, and improper sexual advances will not be tolerated.

Suspension and Dismissal: Grounds for suspension include:

- Coming to class intoxicated once; or
- Serious disrespect shown toward a classmate or instructor on one occasion.

Any student who is suspended for one or more classes must make up the missed classes in order to qualify for graduation from the Institute.

Grounds for dismissal include:

- Coming to class intoxicated;
- Violent behavior toward any person while at the Institute;
- Serious disrespect shown toward a classmate or instructor;
- Improper sexual advances toward any classmate or client during massage practice sessions.

Any student who is dismissed from the Institute will receive a prorated refund of her or his tuition less \$100 Administrative Fee.

Student Record Retention: The ALIVE! Institute of Therapeutic Massage will maintain student records in a locked file cabinet on the Institute's premises for each student, whether or not the student completes the educational service, for a period ending five years after the date of the student's graduation, withdrawal, or termination. The student records shall be retrievable by student name and shall contain all of the following applicable information:

- (1) Written records and transcripts of any formal education or training relevant to the student's qualifications for admission to the institution;
- (2) Copies of all documents signed by the student, including contracts, instruments of indebtedness, and documents relating to financial aid;
- (3) Copies of all tests given the student before admission, including ability to benefit tests and tests required by Section 94872 of the Code;
- (4) Records of the dates of enrollment and, if applicable, withdrawal, leaves of absence, and graduation;
- (5) A transcript showing all of the classes and courses or other educational services that were completed or were attempted but not completed and grades or evaluations given to the student;
- (6) A copy of any documents relating to student financial aid that are required to be maintained by law or by a loan guarantee agency;
- (7) A document showing the total amount of money received from or on behalf of the student and the date or dates on which the money was received;
- (8) A document specifying the amount of a refund, including the amount refunded for tuition and the amount for equipment, the method of calculating the refund, the date the refund was made, the check number of the refund, and the name and address of the person or entity to which the refund was sent;
- (9) Copies of any official advisory notices or warnings regarding the student's progress;
- (10) Complaints received from the student, including any correspondence, notes, memoranda, or telephone logs relating to a complaint.

ALIVE! Institute of Therapeutic Massage will maintain an exemplar of all notices and disclosures provided to students and a record of the time period within which each notice and disclosure was provided. The institution shall maintain records of student attendance on a roster and as part of each student's Educational Record.

Except as required by law, ALIVE! Institute will maintain all student records in locked, fireproof file cabinets as required by the California Education Code for at least five years at the institution's primary administrative location at 521 W. Channel Islands Boulevard – Suite 9 in Port Hueneme, CA 93041.

If ALIVE! Institute closes, the institution and its owner is responsible to arrange at their expense for the storage and safekeeping in California of all records required to be maintained by the Act and this chapter for as long as those records must be maintained. The repository of the records shall make these records immediately available for inspection and copying, without charge except as allowed under state regulations, during normal business hours by any entity authorized by the Act to inspect and copy records.

CANCELLATION AND REFUND POLICY

Students may discontinue their participation in the Institute at any time, as per the following policies:

(a) If the notice of cancellation is made prior to or on the first day of instruction, or the seventh day after enrollment, whichever is later, the Institute will, without penalty or obligation, refund 100 percent of the amount paid for the institutional charges, less a reasonable deposit or application fee not to exceed \$100.00.

(b) A student who has completed 60 percent or less of the course of instruction shall be granted a pro rata refund of tuition (less application fee not to exceed \$100.00) and amounts paid for returnable equipment. If the student withdraws from the program of instruction after instruction has begun, the student is obligated to pay only for educational services rendered and any equipment not returned, plus the non-refundable registration fee of \$100.00.

(c) If any portion of the tuition was paid from the proceeds of a loan, the refund shall be sent to the lender or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan. Any amount of the refund in excess of the unpaid balance of the loan shall be first used to repay any student financial aid program from which the student received benefits, in proportion to the amount of the benefits received, and any remaining amount shall be paid to the student.

(d) Within 10 days of the day on which the refund is made, the institution shall notify the student in writing of the date on which the refund was made, the amount of the refund, the method of calculating the refund, and the name and address of the entity to which the refund was sent. The following statement shall be placed at the top of the notice in at least 10-point boldface type: "This Notice is Important. Keep It For Your Records."

(e) Except for subdivision (a), this section shall not apply to a student if both of the following occur:

- (1) All of that student's tuition and fees are paid by a third-party organization, such as a Job Training Partnership Act agency, a Regional Occupational Program or Regional Occupational Center, a Private Industry Council, or a vocational rehabilitation program, if the student is not obligated to repay the third-party organization or does not lose time-limited educational benefits.
- (2) The third-party organization and the institution have a written agreement, entered into on or before the date the student enrolls, that no refund will be due to the student if the student withdraws prior to completion.

The institution shall provide a copy of the written agreement to the Bureau or Private Postsecondary Education. The institution shall disclose to any student whose refund rights are affected by this agreement, in all disclosures required to be given to the student by this chapter, that the student is not entitled to a refund. It is the intent of the Legislature that this subdivision not apply to any student whose tuition and fees are paid with funds provided to the third-party organization for the student's benefit as part of any program that provides funds for training welfare recipients or that is related to welfare reform.

STUDENT COMPLAINT PROCEDURE

- (a) If you have any complaints, questions or concerns please first contact the Institute's Director, Dr. Nathan O'Hara, at (805) 453-2908, at Nathan@AliveMassage.com, or in person at the Institute. Dr. O'Hara is the person authorized by the Institute to receive and resolve student complaints. Dr. O'Hara will be regularly accessible for reasonable periods of time by telephone, email, and/or before or after class sessions during the range of time in which students are scheduled to attend the institution.
- (b) Dr. O'Hara has the authority and duty to do all of the following:
 - (1) Investigate the complaints thoroughly, including interviewing all people and reviewing all documents that relate or may potentially relate to the complaint;
 - (2) Reject the complaint if, after investigation, it is determined to be unfounded or to compromise or resolve the complaint in any reasonable manner, including the payment of a refund;
 - (3) Record a summary of the complaint, its disposition, and the reasons; place a copy of the summary, along with any other related documents, in the student's file, and make an appropriate entry in the log of student complaints as required by Section 73870;
 - (4) If the complaint is valid, involves a violation of law, and is not resolved within 30 days after it was first made by the student, notify the Bureau, the accrediting association, and law enforcement authorities of the complaint, investigation, and resolution or lack of resolution. A person who has a duty to provide notice under this paragraph is not required to disclose any matter to the extent of that person's privilege under Section 940 of the Evidence Code. If the authorized person does not provide all of the information required by this paragraph because of a claim of privilege under Section 940 of the Evidence Code, the institution shall appoint another person, who may not lawfully claim that privilege, to provide the omitted information.

- (5) If the complaint is valid, determine what other students, if any, may have been affected by the same or similar circumstances and provide an appropriate remedy for those students;
- (6) Implement reasonable policies or procedures to avoid similar complaints in the future;
- (7) Communicate directly to any person in control regarding complaints, their investigation, and resolution or lack of resolution.

(c) A student may lodge a complaint by communicating orally or in writing to any teacher, administrator, admissions personnel, or counselor. The recipient of the complaint shall transmit it as soon as possible to the person authorized to resolve complaints and shall attempt to resolve complaints related to that person's duties.

(d)(1) If a student orally delivers the complaint and the complaint is not resolved either within a reasonable period or before the student again complains about the same matter, the institution shall advise the student that a complaint must be submitted in writing and shall provide the student with a written summary of the institution's complaint procedure.

(2) If a student complains in writing, the institution shall, within 10 days of receiving the complaint, provide the student with a written response, including a summary of the institution's investigation and disposition of it, and, if the complaint or relief requested by the student is rejected, the reasons for the rejection.

(e) The student's participation in the complaint procedure and the disposition of a student's complaint shall not limit or waive any of the student's rights or remedies. Any document signed by the student that purports to limit or waive the student's rights and remedies is void.

(f) The person authorized to resolve complaints under this section shall not be terminated from employment or suffer any diminution in compensation as a result of the appropriate and good faith discharge of duties under this section.

If you have any complaints, questions, or problems which you cannot work out with the school, please write or call the Bureau for Private Postsecondary Education (BPPE), at P.O. Box 980818, West Sacramento, CA 95798-0818; web address <http://www.bppe.ca.gov>; telephone (888) 370-7589; fax number (916) 263-1897.