

World School of Massage and Holistic Healing Arts

2011-2012 SCHOOL PERFORMANCE FACT SHEET

In order to support, empower 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. Being fully informed ensures that you create exactly what you want out of your career.

-Professional Massage Therapy Program Levels 1 & 2 (PMP and PMT) -Energy and Somatic Massage (ESM) -Holistic Life Coaching Program (HLC) -Yoga Teacher Training Program (YTT) (not in 2011 or 2012)	-Master Bodyworker (MBW) -Teaching, Training, Coaching Program (TTC) (not in 2011 or 2012) -Holistic Health and Wellness Practitioner Program (HHWP) -Holistic Health and Wellness Educator (HHWE) (not in 2011 or 2012)
--	---

2011 San Francisco Information*

Year	Program	Starts	Completed/ Graduated		Employment/ Career Placement			Self-Employment		
			#	%	#	%	Average Annual Reported Wage	#	%	Average Annual Reported income
2011		#	#	%	#	%	Average Annual Reported Wage	#	%	Average Annual Reported income
	PMP	5	4	80%	1	25%	\$10-15K	1	25%	\$25-30K
	PMT	4	3	75%	2	66%	\$15-20K	2	66%	\$15-20K
	HLC 1	3	3	100%	0	0%	0	0	0%	0
	HLC 2	2	2	100%	0	0%	0	0	0%	0
	HLC 1-3	2	2	100%	0	0%	0	1	50%	\$25-30K
	ESM	3	3	100%	3	100%	\$15-20K	3	100%	\$5-10K
	MBW	2	2	100%	1	50%	\$5-10K	0	0%	0
	HHWP	1	1	100%	0	0%	0	1	100%	\$5-10K

2012 San Francisco Information*

Year	Program	Starts	Completed/ Graduated		Employment/ Career Placement			Self-Employment		
			#	#	%	#	%	Average Annual Reported Wage	#	%
2012										
	PMP	5	4	80%	0	0%	0	1	25%	\$0-5K
	PMT	4	3	75%	0	0%	0	0	0%	
	HLC 1	3	3	100%	0	0%	0	0	0%	
	HLC 2	2	2	100%	0	0%	0	0	0%	
	HLC 1-3	2	2	100%	1	50%	\$15-20	1	50%	\$0-5K
	ESM	4	3	75%	0	0%	0	1	33%	\$0-5K
	MBW	3	2	66%	2	100%	\$15-20K	2	100%	\$5-10K
	HHWP	2	3	150%	3	150%	\$10-15K	3	100%	\$5-10K

2011 Pleasanton Information*

Year	Program	Starts	Completed/ Graduated		Employment/ Career Placement			Self-Employment		
			#	#	%	#	%	Average Annual Reported Wage	#	%
2011										
	PMP	5	4	80%	2	50%	\$0-5K	1	25%	\$0-5K
	PMT	4	3	75%	2	66%	\$10-15K	2	66%	\$0-5K
	HLC 1	3	3	100%	0	0%	0	0	0%	0
	HLC 2	2	2	100%	0	0%	0	0	0%	0
	HLC 1-3	2	2	100%	1	50%	\$0-5K	1	50%	\$0-5K
	ESM	4	3	75%	1	33%	\$15-20	1	33%	\$0-.5K
	MBW	2	2	66%	0	0%	0	0	0%	0
	HHWP	2	2	100%	1	50%	\$10-15K	1	50%	\$0-5K

2012 Pleasanton Information*

Year	Program	Starts			Completed/ Graduated			Employment/ Career Placement			Self-Employment		
		#	#	%	#	#	%	#	%	Average Annual Reported Wage	#	%	Average Annual Reported income
2012	PMP	5	4	80%	0	0	0%	0	0%	0	0	0%	0
	PMT	4	3	75%	1	33%		\$25-30K		0	0	0%	0
	HLC 1	3	3	100%	0	0	0%	0		0	0	0%	0
	HLC 2	2	2	100%	0	0	0%	0		0	0	0%	0
	HLC 1-3	2	2	100%	0	0	0%	0		0	0	0%	0
	ESM	4	3	75%	1	33%		\$0-5K		1	33%		\$0-5K
	MBW	3	2	66%	0	0	0%	0		0	0	0%	0
	HHWP	1	1	100%	1	100%		\$10-15K		1	100%		\$0-5K

Due to the different length of some of our programs and the fact that students may choose to vary the pace of their completion, some students are still in the process of completing program requirements for the years 2011 and 2012. The data is therefore not yet complete for all those who have created employment or self-employment positions. Research is done on an ongoing basis to contact each person and gain this information. We receive emails and letters daily with good news as to income and job success and update this information regularly.

The following wage and salary data was obtained from the Employment Development Department's Occupational Employment Statistics (www.labormarketinfo.edd.ca.gov):

Program Name	EDD Occupational Employment California (Employment only data 1st Qtr. 2012)	Professional Association Data (Combined employment [work for others] and independent practice data [work for self])
Holistic Massage Therapy	Avg: \$18.55/HR	AVG. \$67/HR (ABMP Member Survey 2009) AVG. \$62/HR self-employed and \$31/HR as an employee (AMTA Member Survey 2012)
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. \$21.92/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. \$21.67/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 a school administrator.

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) practitioner¹
- 2) Whether or not the therapist has experienced at least one or more careers prior to massage²
- 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).

Additionally, employment earnings data (what you earn from working for others) does not reflect the income potential of independent practitioners who work for themselves, because it is entirely different data. In other 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 work³.

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 more calls per week or month, and also find selling a series of sessions beneficial to both their cash flow and for the commitment of the client.

¹ 2005 and 2007 American Massage Therapy Assn. Fact Sheet; Association for Bodywork and Massage Professionals (ABMP) Massage Profession Metrics, Nora Brunner.

² Ibid.

³ Ibid. These data have remained largely unchanged as of 2012.

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 tend to charge anywhere from \$45 to \$300+ per session.

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 support your client in achieving 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 the skills and abilities to be successful.

If you would like to learn more about professional life coaching, we encourage you to visit the website for the International Coach Federation (<http://www.coachfederation.org/>). Read about their credentialing process and see if 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.

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 which allows 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 practice massage 18-25 hours 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.