

Minnesota Hybrid Catalog

# The Professional Massage Academy

Massage Therapist 600

Calendar Years 2021 - 2022

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## General Information

### Mission Statement

We strive to educate and inspire knowledgeable, compassionate and confident therapists who positively impact the community. We pledge unwavering dedication to excellence in education, ethics and professionalism in the massage industry.

### History

The Professional Massage Academy [PMA] is owned by Sweetman-TPMA LLC. PMA was started and is run by Scot Ziessman and Tammy Virnig who have, collectively, over 35 years of ownership and operations experience in the health, wellness and beauty fields. The main campus of PMA is located at 2714 W. Division St., St. Cloud, MN 56301. Population estimates as of 2019 U.S. Census estimate was 68,462.

PMA began as a 1,000 square foot facility in MN dedicated to training students in the field of Massage Therapy. Once established, PMA expanded its Massage Therapy offerings through a Hybrid Education Approach. The PMA Hybrid Approach offers the same, dedicated level of professional, experienced instruction as PMA while accommodating the needs of more students [i.e. second career paths, individuals with children, alternatively educated, etc.] Flexibility in time commitments, accommodation of various learning styles and hands-on training conducted in a professional spa environment gives the Students real work-life experiences - This approach offers more students the opportunity to enter this profession.

Theory, science and business classes are conducted through an on-line/interactive curriculum; Students are able to work at their own pace and on their own schedule while also having the benefit of access to an Instructor for questions, guidance, support and encouragement. PMA utilizes Milady curriculum through an online portal, a national industry leading curriculum. The PMA Hybrid follows the same curriculum that is used in the classroom, yet the PMA approach offer personalization for student's schedule and commitment timeline.

Once students have completed the required hours and passed the required exams, they are eligible to attend hands-on/interactive training in a professional spa environment. PMA partners with in-state spas; Student/Student groups [4-6 individuals] will receive training and future workplace experience at various partner clinics throughout the state, within 50 - 75 miles traveling distance to student's homes. Instructors are experienced, licensed professional massage therapists.

Externships will be held at partnered clinic locations. After completing the 500 hour PMA curriculum/training, a 100 hour hands-on externs is required to complete the program. A minimum of six [6] practice massages on the Trainer, Lead Therapist and/or Management Team will be done before providing massages on the public. The externships will be supervised by Instructors; practicals are required to assess body mechanics, draping and overall skill.

### Amenities and Equipment

PMA currently resides in a 600 square foot facility with one massage room and table and has access to a break room with lockers from Massage Envy. It has one instructors office and shared restroom facilities with Massage Envy. PMA is a non smoking facility.

## PMA Contact Information

Address: 2714 W. Division St., St. Cloud, MN 56301

Phone: 320-252-6832

Email: [pmainfo@stcloudacademy.com](mailto:pmainfo@stcloudacademy.com)

Website: [www.theprofessionalmassageacademy.com](http://www.theprofessionalmassageacademy.com)

## Administrative and Instructional Staff

<b>Owner:</b>	Scot Ziessman
<b>Director of Operations:</b>	Tammy Virnig
<b>Director of Education:</b>	Meagan Lydeen CMT
<b>Instructors:</b>	Marie Lang CMT Meagan Lydeen CMT Emily Marquedant CMT
<b>Admissions:</b>	Tammy Virnig, Rachel Ingber & Meagan Lydeen
<b>Scholarships &amp; Financial Aid:</b>	Tammy Virnig & Rachel Ingber

## Self-Evaluation Process

PMA and PMA Hybrid curriculum and Instructional approach is designed to train and provide students with the skills and confidence needed to excel in all aspects of their future Massage Therapy careers. All PMA Instructors are experienced, licensed Massage Therapists currently employed at the largest spa chain in the nation. PMA requires their Instructors to remain current with modalities of massage therapy – through education and hands-on training themselves. The Milady curriculum used is automatically updated according to National Massage guidelines.

Our delivery of curriculum is evaluated at a number of points:

- Our instructors are available throughout the online portion of curriculum via phone, email and text. Student feedback is always welcome; we provide a questionnaire at the end of the online curriculum to determine any areas of improvement: Curriculum delivery; portal ease of use; accessibility of Instructors; Instructor knowledge; Student readiness to begin next phase of training. Student feedback is regularly assessed by Management/Instructors to enhance Student experience and curriculum delivery.
- Hands on training is next phase for self-evaluation. This is a place where PMA Instructor's assess the Student's understanding of curriculum as well as ask Student for ongoing feedback with the intent of enhancing the individual Student experience. In the Hands-On phase, questions regarding accessibility of Instructors; Instructor knowledge; Student readiness/personal assessment of their progress is the focus of this phase. Student feedback is regularly assessed by Management/Instructors to enhance Student experience and curriculum delivery.
- Instructors do a monthly check-in with each student. Curriculum delivery; Portal ease of use; accessibility of Instructors; Instructor knowledge; Student readiness to begin next phase of training. Student feedback is regularly assessed by Management/Instructors to enhance Student experience and curriculum delivery.
- Surveys are provided to Students upon graduation to assess Student experience with Curriculum, Hand-On work; accessibility of Instructors; Instructor knowledge; Student

readiness to begin career. Student feedback is regularly assessed by Management/Instructors to enhance Student experience and curriculum delivery.

- Communication with Partner/Spa Management is ongoing throughout the externship/internship phase. This feedback provides PMA Management/Instructors with on-going industry practical needs and insight for career development.
- Communication with local Chiropractors, spas and salons keep PMA apprised of local industry needs.
- Follow-up communications with graduates 9-12 months following graduation revolve around career direction and hindsight feedback.

PMA Management and Instructors take our role in educating the future of Massage Therapist Professionals seriously. At every stage of the Student Experience, we are assessing delivery of curriculum, Student progress and Student feedback and making changes as needed.

## Responsibility for Catalog Information

Each student who enrolls is responsible for reading and becoming knowledgeable of the information contained in this catalog. PMA reserves the right to change policies, as well as to revise the curriculum.

## Essential Information

### Tuition/Fees

Online access fee:	\$200.00 due at the time of signing the Enrollment Agreement
Tuition:	\$7,550
Program Length:	600 Hours [500 Academic/100 Externship]

Students are required to purchase online access to curriculum from PMA for the educational program in which they are enrolled. Upon receipt of online access fee [\$200], PMA will send Student an access link with instructions and will mail the student a welcome package containing necessary supply items. Students provide their own basic classroom school supplies; list of required materials for school supplies is provided at the time of enrollment and again during orientation. A massage table, included in the total cost of tuition, will be shipped directly to their residence in advance of Hands-On Training.

In order to keep educational content current with industry/regulatory changes, PMA reserves the right to change curriculum providers at its discretion. All prices are subject to change without notice. Contract fees, if applicable, shall be charged at a rate of \$12.50 per hour.

### Payment Plans

Students have multiple payment options:

- Pay in full via credit/debit, check or Paypal
- Up to 30 months of interest-free tuition financing through Tuition Financing Company
- Tuition assistance is available

## Admission Requirements

- PMA Hybrid does not have an age requirement; however, all applicants must have completed High School or a GED equivalent. Transcripts and/or diploma are required when submitting application.
- Applicant must provide proof of Identification [State or Government issued photo required]
- Applicant must submit to a Criminal Background Check upon acceptance to PMA; Background check will be conducted prior to hands-on portion of curriculum.

## Admissions Process

Due to the 24/7 flexible nature of PMA Hybrid, the school accepts student applications continually. Students will receive an acknowledgment from School Administration within 4 - 72 hours depending upon time of submission. 4 - 72 hour acknowledgment could be extended to 7 days if submitted between December 25 and January 1 of each year.

The potential PMA Hybrid student must:

- Submit a completed application including:
  - Student's official high school diploma or G.E.D (or equivalent)
  - An official high school transcript with the student's graduation date to show proof of graduation<sup>1</sup>
    - PMA Hybrid does not accept online diplomas
  - Personal Identification: Copy of student's photo identification- i.e. driver's license, passport, or other government-issued photo identification
- Schedule initial admissions meeting via Skype, Zoom or FaceTime
- Complete admissions meeting.
- If accepted, Student will be notified by phone.
- Sign the enrollment agreement.
- Pay \$200 Online Access fee.
- Commence on the path to career development.

## Re-admittance

Any Student who has previously withdrawn from a program at PMA may be entitled to re-enter that program. Students may re-enter a program under the following terms:

- Student had satisfactory progress in both grades and attendance when the temporary withdrawal began.
- Student had extenuating circumstances that made attendance and academic progress extremely difficult which led to the withdrawal.
- Student or Student's family member required medical attention that required the temporary withdrawal.

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<sup>1</sup>Should an enrolling student provide a foreign high school diploma, the institution will work with the student to obtain an English translation of the document along with confirmation that the education received is equivalent to a U.S. high school diploma. This documentation must come from an outside agency.

Under any one, or more, of the above conditions, the student will be re-admitted without prejudice. Upon re-entry, all tuition and fees owed to PMA from the original enrollment must be paid in full.

## Transfers

Students seeking to transfer to PMA follow the Admissions Process and must provide transcripts from previous school. Applicants for transfer into PMA are considered on an individual basis. PMA may, at its discretion, refuse transfers if admission requirements, including tuition, cannot be met. PMA may accept transfer hours into any course. The determination of the hours accepted for transfer will be based on an examination of the individual's technical skills and knowledge of the program and subject matter.

PMA does not recruit students that are currently attending, or admitted to attend, another school offering a similar program of study.

Transfer students will be charged per hour according to the current rate of tuition for hours required and the cost of any additional equipment required, plus a registration fee of \$215.00 or 15% of the total cost, whichever is less. The total cost will not exceed that of a regular new student.

# Academic Information

## Objective

To educate and train students to become massage therapists with professional standards in massage therapy.

## Orientation

A one-on-one in person meeting or interactive interview will be conducted to orient student.

## Class Size

PMA will not have set class sizes as it is online. Hands-on classes will be limited to 4-6 students to one instructor.

## Student Choice – Course Commitment

PMA students choose one of the following course commitments based upon the plan which best fits their goals, scheduling needs, life commitments, etc. Students are advised that they are held personally accountable for their commitment choice.

**Plan A:** Student commits to completing 5 - 15 hours per week of Massage Therapy curriculum. Start Date and customized range for course end date is identified during Enrollment process and committed to by Student. Plan A at 15 hours per week will take approximately 40 weeks to complete. Each student's experience with the time to completion may vary. Student is welcome and supported to work at a quicker pace, if they choose.

**Plan B:** Student commits to completing 15 - 30 hours per week of Massage Therapy curriculum. Start Date and customized range for course end date is identified during Enrollment process and committed to by Student. Plan B at 30 hours per week will take approximately 21 weeks to complete. Each student's experience with the time to completion may vary. Student is welcome and supported to work at a quicker pace, if they choose.



**Plan C:** Student commits to completing 30+ hours per week of Massage Therapy curriculum. Start Date and customized range for course end date is identified during Enrollment process and committed to by Student. Plan C at 40 hours per week will take approximately 15 weeks to complete. Each student's experience with the time to completion may vary. Student is welcome and supported to work at a quicker pace, if they choose.

**For each plan, Hands-On training will be scheduled at student's convenience.**

### Class Start Dates

Upon completion of application, acceptance into the program and payment of \$200 for online curriculum access, PMA students are ready to start their Massage Therapy education. Classes begin on the 1<sup>st</sup> and 3<sup>rd</sup> Monday of each month. The Official Start date, as well as the pace at which the Student intends to complete their education, is defined on the Enrollment call with Admissions.

If PMA cancels or alters a program start date, the applicant can request to move any money paid to an alternate start date and does not affect the student's right to a refund.

#### **2021 - 2022 Start Dates:**

January 2021 – January 4 & 18  
February 2021 – February 1 & 15  
March 2021 – March 1 & 15  
April 2021 – April 5 & 19  
May 2021 – May 3 & 17  
June 2021 – June 7 & 21  
July 2021 – July 5 & 19  
August 2021 – August 2 & 16  
September 2021 – September 6 & 20  
October 2021 – October 4 & 18  
November 2021 – November 1 & 15  
December 2021 – 6 & 20  
January 2022 – January 3 & 17  
February 2022 – February 7 & 21  
March 2022 – March 7 & 21  
April 2022 – April 4 & 18  
May 2022 – May 2 & 16  
June 2022 – June 6 & 20  
July 2022 – July 5 & 18  
August 2022 – August 1 & 15  
September 2022 – September 6 & 19  
October 2022 – October 3 & 17  
November 2022 – November 7 & 21  
December 2022 – 5 & 19

## PMA School Closure/Holidays

PMA Administration and Hands-On training is closed on the following days [Calendar dates of some holidays change from year to year]:

- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- December 25 – January 1

These closures apply ONLY to PMA Administration and Hands-On training. PMA students always have access to online portals, except for scheduled maintenance.

## Scholarships

Please see the Admissions office or website for available scholarship applications. Scholarships are available up to \$3,750 per student.

## Financial Assistance

Tuition assistance and payment plans are offered by PMA – See Payment Plans for more details. Inquire during Admissions process.

## Apparel Code

PMA asks each Student to “attend” school looking their personal best. Unless noted below, the following guidelines apply to all students during all interactive or in-person school activities [i.e. in-person hands-on training, clinic floor hours, interactive webinars, etc.]. Instructors and Administration are available for questions should they arise.

Apparel/Dress Code Guidelines:

- Hats and other head coverings for fashion purposes are not permitted
- Shoes must be all black, closed toe only [Required only for in-person activities]
- Students must wear PMA logoed T-shirts [Provided at enrollment in welcome package]
- Students must wear black pants [Required only for in-person activities]
  - Yoga, workout, hospital scrubs, dress pants allowed;
  - Jeans/other denim is not permitted except on pre-approved days
- Jewelry is permitted as long as it does not interfere with the ability to perform safely perform services or training activity

## Graduation

A Certificate of Completion is awarded to graduates at the completion of their training during the exit interview process.

## Transportation

In person training sessions are located within 50 - 75 miles of the student's home address. Students are responsible for their own transportation to the sessions. If the student has an emergency, it will be the responsibility of the student to reschedule their training.

## Graduation Requirements

- Program required hours must be successfully completed
- All assignments including tests and projects must be completed
- PMA requires a minimum of a 70% GPA
- All tuition and fees agreed upon per the enrollment agreement must be completed or alternative arrangements must be made. All contract fees must be paid in full.
- Each student shall complete the required number of clinic assignments during each clinical training period, even though successful completion of this requirement may, in fact, cause the student's training to exceed the contract hours for the respective program.

If, at any time during the course, PMA determines in its discretion that Student cannot meet the education standards of PMA, PMA reserves the right to terminate Student's training. All unused portions of the tuition will be refunded or settled in accordance with the refund and settlement policy.

## Grades

PMA uses a 100-point grading scale:

- 90-100% is equivalent to an "A"
- 80-89% is equivalent to a "B"
- 70-79% is equivalent to a "C"
- 0-69% is equivalent to an "F"

Grades are given for classroom theory and practical work. Student must maintain a GPA of 70% or higher to remain in good academic standing and graduate. 50% or less may warrant the student to be removed from the Hands-On portion of the massage program and return to theory curriculum. A zero will be given for refusing a service without educator's approval.

Student has 24/7 online access to curriculum, grades, progress reports and attendance records. Grades for online quizzes and tests and attendance are updated daily. Other grades/feedback is updated within 72 hours of training/exams. Additionally, Student receives a written progress report from Educator a minimum of four [4] times throughout their enrollment before each Hands-On Training session and before Graduation.

## Satisfactory Academic Progress [SAP]

SAP is defined as reaching each evaluation period with a minimum cumulative 70% average theory and practical grade and "attendance" which meets the agreed upon weekly hours as Student committed to at time of enrollment. Meeting or exceeding these requirements position student to be considered making SAP until the next scheduled evaluation period. SAP is consistently applied to all students enrolled at PMA. It is printed in PMA's catalog to ensure that all students receive a copy prior to enrollment.

PMA's guiding principle is to educate and establish professional behavior over the Student's chosen Course [Plan A, B or C]. Our Instructors work individually with each Student to help them achieve success in the industry. PMA Instructors and Administration accept the initial responsibility to inform the student about academic, attendance or behavioral deficiencies in order to help Students correct problem area[s] and work to overcome noted deficiencies within the timeframe of Student's chosen Course. Student accountability is a critical component of this Program's success. Course incompletes, repetitions, non-credit remedial courses and transfer hours have no immediate effect on PMA's Satisfactory Progress Policy. Student circumstances are considered in each situation. Instructors and Administration make every effort to support Students in the career development. When individual circumstances require, PMA enforces each policy: Incomplete, Inadequate Grades, Academic Probation, Attendance Probation, Suspension and Dismissal/Termination [Detailed below].

SAP is monitored at each evaluation period. All students will be presented with a hard-copy of their SAP at the time of each evaluation. A copy will be placed in the student's academic file.

If enrollment is temporarily interrupted for a Leave of Absence, the student will return to school in the same SAP status as prior to the leave of absence. The timeframe elapsed during a leave of absence will extend the student's contract period and maximum time frame by the same timeframe taken in the leave of absence and will not be included in the student's cumulative attendance percentage calculation. Students who withdraw prior to completion of the course and wish to re-enroll will return in the same SAP status as at the time of withdrawal.

With respect to transfer students, a student's transfer hours will be counted as both attempted and earned hours to determine when the allowable maximum time frame has been exhausted. SAP evaluation periods for transfer students will take place at the midpoint of the student's contracted hours or the established SAP evaluation periods set forth above.

If at one of the above evaluation periods, the student is not making SAP, the student will be advised by the Director of Education that she/he is being placed on academic warning with documentation placed in the student's file. During the advisory session, the student will be informed that she/he has until the next evaluation period to comply with SAP. Students may re-establish SAP by meeting minimum attendance and academic requirements by the end of the warning period.

If a student is dismissed due to unsatisfactory progress, the student may appeal the determination within ten calendar days. The student must submit a written appeal to the school explaining why they failed to meet satisfactory academic progress standards, along with supporting documentation of the reasons why the determination of dismissal should be reversed. Appeal documents will be reviewed, and a decision will be made and reported to the student within 30 calendar days. The appeal and decision documents will be retained in the student file. If the appeal is approved, the student will be re-admitted to the institution. The student will return in the same SAP status as at the time of dismissal. The student must achieve SAP by the next evaluation period to remain enrolled at the institution.

### Incompletes

Students may receive an Incomplete from an Instructor when Student is attempting to learn a skill or subject but needs additional time to complete the work successfully. Students will be given timelines to complete the work and a description of the work yet to be completed.

## Inadequate Grades

Inadequate grades may indicate lack of student ability, motivation or organizational skills. When Student is struggling in one or more areas of study or skill level, the Instructor will advise the student, immediately following grading period, on how the deficiency can be successfully completed. Instructor will determine a revised deadline for the work to be completed satisfactorily. Instructors work closely with Students throughout the course to encourage, educate and validate that this profession is the best course for the Student.

## Academic Probation

If Student continues to fall below 70% GPA for a course, after working with an Instructor, Student will receive an F for the course and may be placed on Academic Probation. The failed course must be re-taken. Upon successful completion of the course taken the second time, the Academic Probation designation will be removed. The length of Academic Probation varies by course length – At a minimum, Academic Probation will last the length of time it takes to finish the course with success. Any student that fails the same course twice is subject to dismissal by PMA.

## Attendance Probation

The PMA course requires Students to be accountable to their commitments. Student progress, activity and program engagement is recorded and calculated with each login to curriculum. If a student fails to meet their weekly commitment [as committed to by Student during the enrollment process] for two weeks consecutively or with an increasing frequency, an Instructor will reach out to Student to determine the circumstances surrounding the missed commitments. If Student continues to miss their weekly progress, the Director of Education will follow-up with Student to determine course correction.

A Student may be placed on Attendance Probation. If the student meets the academic standards to pass the course (70% GPA or higher), the student will be allowed to move to the next course, and provided that he/she meets their weekly commitment for the next course, the Attendance Probation designation will be removed. If a student fails to meet their weekly commitment for a second course in a row, the student may fail the course, regardless of academic performance and may have to repeat the course. If, while repeating a course, the student fails to meet their weekly commitment, the student is subject to dismissal by PMA. All students are strongly encouraged to fulfill their weekly curriculum hours as agreed upon. Probationary periods can last from 4 – 8 weeks in length, or longer, and consistent policy violators are subject to dismissal from PMA.

## Suspension

Students may be suspended for tardiness, absences, or for inappropriate behavior with a peer, staff member. If a student is suspended, the student will be advised by staff about the existing problem and what the student must do to correct the problem. It is PMA's intention is to establish professional behavior for the likelihood of success in the industry. PMA accepts the responsibility to inform the student about the deficiencies and how to correct the problem.

## Dismissal/Termination

PMA makes every reasonable accommodation to support students during their educational journey to become Massage professionals. However, Student's enrollment may be terminated by PMA for any of the following reasons: failure to meet any of the policies including insufficient progress;

nonpayment of tuition; failure to comply with PMA rules or policies (including, but not limited to, refusal to follow directions of educators); violation of State Laws or Regulations; disruptive behavior and improper conduct; and any action which causes or could cause bodily harm to a client, a student or employee of PMA; willful destruction of PMA property; and theft or any illegal act. In the case of termination by PMA, the student will receive a refund, according to the Refund Policy described in this catalog. PMA will issue an Official Transcript of Hours to students who withdraw prior to program completion when the student has successfully completed the required exit paperwork; attended an exit interview and made final payment of debts owed PMA. The student may also be terminated for failure to fulfill tuition requirements as agreed upon per the enrollment agreement.

## Appeal Process

**Dismissed Students:** Reinstatement forms are available from PMA Administration. Dismissed students wishing to appeal their dismissal and be reinstated to the program must complete form for review. The Board of Academic Advisors [BAA] will review the reasons for your dismissal as well as your academic records. This process may require the dismissed student to appear in front of the school administrators to ensure that previous enrollment issues and/or challenges have been addressed. The BAA will make a final determination. If the appeal is approved, the student will be readmitted to PMA. However, the student will still be on academic monitoring upon re-entry. The student must achieve SAP by the next checkpoint to remain enrolled at PMA.

**Withdrawn Students:** A Student who wishes to re-enter a program must first meet with Administration to discuss the reason for initial withdrawal, and to determine if a return to school is right for you. Student will also need to meet with the financial institution that secured their loan to ensure that you are eligible to receive financing to finish the program. For a student that was otherwise in good academic standing, a student may re-enter the program once per academic year.

Re-entry is provided when all of the above has been completed. For students that re-enter the program within 180 days of their last date of attendance, their original tuition is honored. Charges for students who re-enter beyond 180 days are subject to any increase in tuition. A student who wishes to re-enter after one calendar year is subject to re-taking the entire program, and must pay the current tuition to enroll.

## Terms of Re-entry

See "ADMISSIONS REQUIREMENTS."

## Complaint Procedure

If the student has a complaint that needs to be addressed, the student should discuss the situation or concern with an educator. If further action is desired, the student should submit a written complaint in accordance with the complaint procedure policy that is given to students during orientation.

**The Professional Massage Academy is licensed as a private career school with the Minnesota Office of Higher Education pursuant to Minnesota Statutes, sections 136A.821 to 136A.832 . Licensure is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions.**

## Career Forecasting

### Placement

**PMA does not provide career placement.** PMA does network and maintain contact with massage clinics, chiropractors and hospitals in order to assist students in employment opportunities. Although PMA does not guarantee job placement, every effort is made to help graduates find employment opportunities. As part of their training, students are advised on how to seek employment. Job openings are posted on the student bulletin board. Follow up interviews with PMA alumni and their employers are conducted to help PMA to continually prepare for future employment opportunities for PMA graduates.

### Reciprocity

Licensed massage therapists from Minnesota may apply for licenses in their field of expertise in other states. Graduates must comply with each state's laws and rules to become licensed.

### Licensing Requirements

Licensing massage therapists in the state of Minnesota is determined by each individual city. For example, the City of St. Cloud requires proof of 500 hours from an approved massage therapy program. It is up to the individual student to know licensing requirements in the city they are choosing to work in. PMA will provide resource assistance and share information they have with the student.

### Career Opportunities

Licensed massage therapists have many work opportunities available to them in the industry. PMA prepares all graduates for entry-level positions in massage clinics, spas, chiropractic offices and hospitals as well as the opportunity to start their own business.

## PMA Policies

During the enrollment process, each Student is informed of PMA policies and procedures. Student must agree to abide by those policies and procedures, including, but not limited to, the standards of attendance, conduct, appearance and courtesy to all. All students enrolled with PMA must maintain Satisfactory Academic Progress (SAP) which is defined as reaching each checkpoint of training with an average minimum theory and practical grade of 70% and meeting weekly time commitments of Course Hours.

### Student Conduct

PMA is the training ground for a respected profession, our Students are expected to act as such. Courtesy, sensitivity, punctuality, honesty and respect are the very foundations of professional therapy. Students who unreasonably disrupt the learning process will be asked to alter their behavior or be dismissed from the class/event and will be expected to make up the class. Unprofessional conduct/disruptive conduct includes, but is not limited to, making negative, derogatory, or belittling comments toward the school, an Instructor or fellow student, inappropriate behavior while at a PMA function/training site, and any action (either physical, verbal or written)



that in any way brings about safety concerns by the staff or fellow students. PMA has a zero-tolerance policy for unprofessional conduct. After one dismissal from a class or event, the next incident may result in automatic expulsion from the program. Dismissal does not relieve a student of financial responsibility, nor deprive a student of refunds to which a student may be entitled.

### Attendance Policy

Students must spend the agreed amount of time each week on their courses as agreed to during their enrollment process.

### Tardy Policy

Pertaining only to the hands-on component of this course. If the student is running unexpectedly behind due to unforeseen circumstances out of the student's control, it will be the responsibility of the student to contact the instructor or training site and to reach an agreement with the instructor for the training that was missed. Tardiness is 5 minutes after scheduled start time. Three tardies equal an absence and will have to be made up with an instructor.

### Contract Charges

Students are accountable to their Course Commitment. Contract hours must be completed by the maximum time frame to complete the program as listed in the Satisfactory Academic Progress Policy. If these contract hours are not completed with an 70% grades within the maximum time frame, the student will not be eligible for graduation and may result in additional contract fees. Additional fees per clock hour may be charged until the required hours/coursework are completed. The fee charged per hour for clock hour contract fees are based on the contracted rate of tuition.

Contract fees are calculated after the student's contract graduation date expires. Payment arrangements must be agreed upon by PMA and the student at that time. Contract fees do not negate any current payment plans for tuition.

### Leave of Absence

A student who must take an approved Leave of Absence (LOA) or must withdraw from training for nonacademic reasons may return to PMA with no loss of SAP if the student was making SAP when the student left. A student may be granted a LOA for any of the following reasons:

- 1) Medical issues
- 2) Military requirements
- 3) Jury duty
- 4) Mitigating circumstances beyond the student's control
- 5) Administrative issues

The LOA must be requested and approved in writing prior to the LOA occurring. The LOA must be dated and signed by the student. The student is required to list the reason for the LOA. Emergency LOA without prior written request, may be granted, provided the student completes the LOA form and returns it to PMA via mail or in person within a reasonable resolution of the emergency. No LOA shall be granted unless there is a reasonable expectation that the student will return from the LOA. Any student requesting an LOA should continue attending school until he/she receives official notification that the LOA has been approved.



The day the student returns from a LOA the student is required to inform the admissions / financial assistance /education offices of their return. A leave of absence extends the student's contract period and maximum time frame by the same number of days taken in the leave of absence without penalty to the student. The maximum time frame for a LOA is 90 calendar days. PMA may permit more than one LOA, provided the total number of days of all LOA's does not exceed 90 calendar days in a 12 month period.

If a request for LOA is granted, the student is not considered to have withdrawn from the program and no refund calculation will be made at that time. If the student does not return from the LOA, the student will be dropped from PMA and the student's loans, if applicable, will enter repayment per the terms of the loan disclosure. The student's withdrawal date for determining any applicable refund shall be the date on which the student was last in attendance.

# Massage Therapy Program

## Objectives

PMA provides education in all phases of massage therapy. The graduate will have knowledge in the business skills of today's industry as well as the theory and practical skills.

## Course Description

The program is western based in theory and application; however, the program does give introductory theory and application of eastern modalities and skills. Course study includes theory, demonstration and practical application techniques necessary to perform professional massage services with confidence. The program covers the state laws governing the subjects as well as all knowledge necessary to obtain licensure whether through city or state and national certification by the National Certification Board of Massage Therapy.

**Curriculum:** PMA hybrid utilizes Milady curriculum and Exam Coach. The Milady curriculum is equivalent to content in the text books, with the same quizzes and exams. It also allows for personalization of training based on the students' interests. Milady online curriculum tracks all time spent, quizzes and grades.

The hands-on portion of training will occur in 4-6 student groups at Massage Envy's around the state. Students will be allowed to sign up for training once they have completed the required hours and passed the required exams to attend the hands-on session.

Externships will be held at local Massage Envy locations. After completing the 500-hour classroom portion, a 100-hour externship will be required to complete the program. A minimum of 6 practice massages on the trainer, lead therapists and management team will be done before providing massages on the public. The extern will be supervised by the Massage Envy Instructor and after every 25 massage hours, minimally, a practical will be required to assess body mechanics, draping and overall skill.

## Curriculum by Hour

<u>Class Title</u>	<u>Online Hours</u>	<u>Hands-On Hours</u>	<u>Total Hours</u>
Video conference interview with potential student (ID verification)			
<b>Anatomy</b>	<b>70</b>		
	<b>20</b>		
<b>Medical Terminology</b>			
<b>Kinesiology</b>	<b>46</b>		
<u>Total Hours</u>			<b>136</b>
<b>Complete Body Massage</b>	<b>73</b>		
<u>Total Hours</u>			<b>209</b>
<b>Student Hands-On – Family/Friends with evaluation form for each massage</b>		<b>15</b>	
<u>Total Hours</u>			<b>224</b>
<b>Hands-On with Instructors</b>		<b>10</b>	
<u>Total Hours</u>			<b>234</b>
<b>Deep Tissue Massage</b>	<b>90</b>		
<u>Total Hours</u>			<b>324</b>
<b>Student Hands-On – Family/Friends with evaluation form for each massage</b>		<b>15</b>	
<u>Total Hours</u>			<b>339</b>
<b>Hands-On with Instructors</b>		<b>10</b>	
<u>Total Hours</u>			<b>349</b>
<b>Sports Massage</b>	<b>15</b>		
<b>Specialized Massage</b>	<b>34</b>		
<b>Advanced Techniques</b>	<b>48</b>		
<u>Total Hours</u>			<b>446</b>
<b>Student Hands-On – Family/Friends with evaluation form for each massage</b>		<b>15</b>	
<u>Total Hours</u>			<b>461</b>
<b>Hands-On with Instructors</b>		<b>10</b>	
<u>Total Hours</u>			<b>471</b>
<b>Business Law &amp; Ethics</b>	<b>25</b>		
<b>CPR/First Aid</b>	<b>4</b>		
<u>Total Hours</u>			<b>500</b>
<b>Externship</b>		<b>100</b>	
<u>Total Hours</u>			<b>600</b>

### Break down of student total of hours:

Online curriculum	425 Hours
Student required massages	45 hours
Instructor led training	30 hours
Externship	100 hours

## Curriculum Detail:

### **ADVANCED MASSAGE TECHNIQUES - 48 HOURS**

Advanced techniques are taught to give students a better idea of a "spot treatment" massage. The class is broken down into sections of the body for students to learn in-depth techniques for giving a beneficial massage to a particular problem area. Charting and pathology are also reviewed.

### **BUSINESS LAW & ETHICS - 25 HOURS**

The code of ethics, educational and legal requirements for massage therapy as well as professional standards for practicing therapeutic massage will be discussed. Students will learn bookkeeping, advertising, marketing, office management, business plan development and other aspects of running a business.

### **COMPLETE BODY MASSAGE - 73 HOURS**

Students will learn Swedish massage and seated massage, their movements and techniques. Pathology will be discussed. Students will be taught how to conduct a client consultation and chart their findings using a S.O.A.P. format. Students will demonstrate and practice by working on each other throughout the class. One professional massage is required for this class.

### **CARDIOPULMONARY RESUSCITATION (CPR) AND FIRST AID - 4 HOURS**

Basic Life Support taught by a Certified Red Cross Instructor. First Aid techniques are learned with competency. Demonstration is required. Students that currently hold certification in CPR and First Aid must show proof. **This course is not offered by PMA, students will be required to complete an American Heart Assoc. BLS certified course at the students convenience and the student is responsible for any additional costs that they may inquire. Student is responsible to have this completed before their anticipated graduation date.**

### **DEEP TISSUE MASSAGE - 90 HOURS**

Increased knowledge of anatomy, kinesiology, pathology and palpatory skills are learned. Students will have a basic knowledge of trigger point Therapy and be able to treat common areas of Trigger Point formation. Different types of myofascial tissue will be identified along with treatment techniques. Students will learn which muscles to check for when a client complaint of an injury or pain in a described area. Students will learn an integrated approach to deep tissue massage.

### **EXTERNSHIP PRACTICUM - 100 hours**

This part of the course is completed once the student has reached a total of 500 hours with a combination of online course work, hands-on training and friends and family massage hours. The student completes the final 100 hours of the program working at a local spa that The Professional Massage Academy has partnered with. The students receive real work experience while still under non-direct instructor supervision.

### **HANDS-ON INSTRUCTOR LED TRAINING - 30 HOURS**

Students will meet for hands-on training at a predetermined approved training site, based on the student's geographical location. Students will be required to show a valid government issued ID, verifying the student's identity. Students will not be allowed to attend hands on training unless they have reached the pre-approved agreed upon hours for that section. Students will practice the hands-on techniques of complete body, deep tissue, sports, advanced and specialized massage techniques. Students will have the opportunity to work one on one with the instructor having questions answered and receive professional feedback

### **HUMAN ANATOMY & PHYSIOLOGY & PATHOLOGY – 70 HOURS**

Students will extensively study the human body and all its functions which is the foundation for understanding and practicing therapeutic massage. Students will be able to comprehend dysfunction as it affects the human body. This comprehensive course will include the 11 body systems, pathology, cells and tissues. Students conclude this module with an understanding and appreciation for the core systems that contribute to the structure and function of the human body.

### **KINESIOLOGY - 46 HOURS**

An in-depth study of musculoskeletal anatomy. This course will train students to recognize origin, insertion, and actions of muscles through palpation. Memorization of muscles and bones is required to identify the functions of each.

### **MEDICAL TERMINOLOGY - 20 HOURS**

This class is designed to give students the ability to analyze, pronounce and spell medical terms. The class will also focus on organization of the body systems, prefixes and suffixes of medical terms.

### **SPECIALIZED MASSAGE TOPICS - 34 HOURS**

Reflexology, lymph massage, acupressure, pathology, eastern philosophy, chair massage and pressure point are some of the topics covered.

### **SPORTS MASSAGE - 15 HOURS**

The focus of this class will be learning specific techniques for treating the athlete. Students will learn pre-event and post-event massage, along with common injuries athletes may display

### **STUDENT REQUIRED MESSAGES - 45 HOURS**

Students must complete 15 hours of documented practice massages after attending each one of the 10 hour in-person training sessions [45 hours in total]. PMA will provide students with an evaluation form. This form will be filled out by the individual receiving the massage to evaluate the students massage skill set.

## REGULATORY INFORMATION

### Owners

PMA, 2714 W. Division St., St. Cloud, MN 56301 is owned by Sweetman-TPMA LLC. Scot Ziessman is an active Owner of PMA.

### Organizations

PMA is licensed by the Minnesota Office of Higher Education, 1450 Energy Park Dr #350, St Paul, MN 55108. Phone: 651-642-0567 or online at [www.ohe.state.mn.us](http://www.ohe.state.mn.us) pursuant to Minnesota Statutes, sections 136A.821 to 136A.832. Licensure is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions.

### Bonding

PMA is bonded against fraud and misrepresentation, violation of any State Administrative Rule, statute or policy relating to licensing or operation, against failure to perform contractual obligations, and refusal to refund tuition to which a student is entitled. Claims may be made to Cincinnati Insurance Company, P.O. Box 145496, Cincinnati, OH 45250-5496. Phone: 513-870-2000.

### Rights & Privacy

It is the policy of PMA to abide by the Family Educational Rights and Privacy Act of 1974. This act guarantees students and parents / guardians of dependent minors the right of access to the student's personal file and information and the student's rights to the privacy of that file. Information from a student's file will only be released upon written permission from the student. Accrediting agencies and government officials may gain access to a student's files without the expressed permission of that student. Student records are maintained for a minimum of six [6] years beyond student graduation date or last date of attendance.

### Non-Discrimination

PMA does not discriminate based on sex, age, race, color, religion, or ethnic origin in admitting students nor does it recruit students currently attending or are admitted to another school offering similar programs of study.

### Withdrawal, Settlement and Refund Policy

For applicants who cancel enrollment or for students who withdraw from enrollment a fair and equitable settlement will apply. The following policy will apply to all terminations for any reason, by either party, including student decision, course or program cancellation, or school closure. Inquiries concerning withdrawals or refunds you can contact us via phone at (320)-252-6832, letter at 2714 W. Division St., St. Cloud, MN 56301 or email at [pmainfo@stcloudacademy.com](mailto:pmainfo@stcloudacademy.com)

**ENROLLEES' RIGHT TO CANCEL:** PMA is required to inform you of your right to cancel this contract in your primary language and to give you two copies of the notice of your right to cancel this contract immediately after you sign it. If a student (or in the case of a student underage, his/her parent or guardian) cancels his/her enrollment before midnight of the third business day after the signing of the enrollment agreement/contract, regardless of training received, all monies shall be refunded.

The cancellation date will be determined in one of three ways. 1] The first would be by the postmark on written notification from the enrollee or the date said notification is delivered by the enrollee to the Director of Admissions or School Supervisor at PMA, 2714 W. Division St., St. Cloud, MN 56301. 2] The second would be by email sent to [pmainfo@stcloudacademy.com](mailto:pmainfo@stcloudacademy.com) and the date will

be determined by the date on which the email was sent, verified by printing out said email. 3] The third way would be by telephone (320)-252-6832, the date shall be determined by the date of the phone call verified by a PMA representative filling out a phone withdrawal, refund or settlement form. With respect to any student on an approved leave of absence at the time of withdrawal, the cancellation date shall be the earlier of the date of expiration of the leave of absence or the date the student notifies the institution that he/she will not be returning.

**DENIAL OF ADMISSION:** If your application is rejected, you will receive a full refund of all tuition, fees, and other charges paid to date. You will be entitled to a full refund of monies paid [tuition, fees and other charges] if you give notice that you are cancelling your contract within five business days after the contract or enrollment agreement is considered effective. A contract or enrollment agreement will be presumed to be effective on the date that PMA notifies you that you have been accepted into the institution and you have signed the contract or enrollment agreement. If the notification of acceptance into PMA is sent by mail, then the effective day of being accepted is the postmark on the acceptance letter.

This five-day refund policy applies regardless of when the program starts. If you give notice more than five days after you signed the contract, but before the first online lesson, you will receive a refund of all monies paid [tuition, fees and other charges] minus a 15% fee, up to \$50, of the total cost of the program.

**CANCELLATION AFTER PROGRAM HAS BEGUN:** If you give notice of your withdrawal after your program has begun BUT before 75% of the program has been completed, you are due a prorated refund of all tuition monies paid to date. Calculation for percentage of potential reimbursement: Number of clock hours student has completed divided by number of clock hours of total program calculated to the second digital point [.xx]. Calculation for refund: Tuition monies paid to date MINUS Calculation for percentage of potential reimbursement minus \$50 of Initial application fee minus the lesser of 25% of total tuition or \$100. If student's payment to date is not commensurate with program progress as calculated above, student is not eligible for refund. If you withdraw from your program after 75% has been completed, you are not entitled to a refund of tuition, fees and other charges.

You will receive written notice acknowledging your withdraw request within 10 business days after receipt of the notice and you will receive a refund of any tuition, fees and other charges within 30 business days of receipt of your withdrawal. Written notice is effective on the date of the postmark if sent by mail, date sent if by e-mail, day it has been hand-delivered to PMA or by the date on telephone withdrawal, refund, settlement form. If you do not withdraw in writing or contact PMA about your absence, and you have not attended your program for 21 consecutive days, you will be considered to have withdrawn from the school as of your last date of attendance.

You may be entitled to a refund of your equipment and supplies costs, 1]if paid in full and 2] if you return your unopened equipment and supplies [at your expense] within 10 days of a withdrawal and 3] if your supplies are in the condition suitable for resale. If you do not return your equipment/supplies or these items are not in a condition suitable for resale and/or you have not completed your fee payment, this cost will be deducted from your tuition, fees, and other charge refund that you may be eligible for.

## State Licensure Requirements

Currently the state of Minnesota does not have any requirements for Massage Therapists. PMA provides an approved course of instruction in massage therapy that totals 600 hours [500 Academic/100 Externship] and exceeds most cities in the State of Minnesota's minimum of 500 training hours. With each student, it is their responsibility for their own research into the municipality's licensing requirements that they are interested in working in to determine if the 600-hour program offered by PMA meets the requirements. Based on feedback from students and employers, PMA believes that by providing students with an additional 100 hours of clinic training, students gain additional hands-on experience and business skills. This additional training may result in additional employment opportunities and higher income potential for graduates.

**Disclosure statement: State and local laws and regulations are subject to change at any time.**