

Bear Heart

School of Massage LLC



Massage Therapy
Esthetics

Holistic Structural Release
Reflexology

Aromatherapy



"Where Education Meets Intuition"
School Catalog

January 2017 Volume 14

NEW in 2017!!!!

Holistic Structural Release Certification Program

a non massage program for Clinical Manual Therapy

Esthetician Certification Program

Advanced Cosmetic Resurfacing & Exfoliation

Continuing Education for Estheticians and Cosmetologists

Reflexology Certification Program

Aromatherapy Certification Program

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Owned and Operated by Sheryl Daniel BA, LMT, BMT, NMT, HNC

**Approved and Regulated by the Colorado Department of Higher Education,
Private Occupational School Board**

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Introduction

Bear Heart School of Massage provides a dynamic, contemporary education in massage, bodywork, and movement therapies. The foundation of every educational program is rooted in ancient healing arts that blend beautifully with current scientific and holistic theories on healing the mind, body, and spirit. The faculty is fully dedicated to passing on effective massage, bodywork and healing techniques to our students to use with their clients or for their own personal enrichment. Encouraging students to become skilled massage therapists and healers able to educate and support their clients' individual healing process is our primary focus. This is the first step to creating a successful business as a massage therapist or holistic health professional. Our faculty and director know how to be successful in professional practice. Every instructor has had a successful practice in massage therapy or their field of specialty for at least 16 years and some more than 25 years. Bear Heart School of Massage instructors teach because they are passionate about healing and enjoy lifting others up with their knowledge. The faculty and staff of Bear Heart School of Massage are fully committed to supporting our students and graduates in creating success in their study of healing, in their businesses, and in their lives. Discovering with each student what their personal best looks and feels like is a particularly exciting part of the journey to graduation for all of us at Bear Heart School of Massage.

A letter from the director

In 1991, I started getting interested in natural healing from Tom Brown, Jr. Tracker School. Tom is a renowned author, spiritual teacher, and has devoted his life to passing on the teachings of his mentor, Stalking Wolf. I continued to study with Tom for several years absorbing everything he had to pass on. I feel blessed to have found this powerful way of living, learning, and teaching.

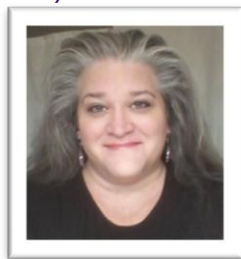
I was empowered about personal and spiritual growth and ways of healing that are in harmony with our natural way of being and the earth itself. This is when I started following the direction of the vision I had in a sweat lodge over 22 years ago when I was deeply called to do healing work as my life's journey. I began my massage studies at the Healing Arts Institute, under Craig McLaughlin, Paul Witt, Gary Salinger and many other gifted teachers. I had a wonderful education there and am a proud graduate.

I have also had the privilege to study with Dr. Paige Bailey who created a study program to help reorganize the nervous system through education and study in an attempt to correct and heal illnesses and conditions not responding to conventional medical treatments. His Educotherapy work is groundbreaking and has shown great success. It was during this time that my mother was diagnosed with fibromyalgia and a host of other non-medically treatable conditions and is the reason I am in the holistic health field today. Holistic healing, mind-body-spirit, was the only intervention that seemed to make a difference for her. Our journey as mother and daughter into her healing, my healing, and deeper into faith is the main reason I do what I do today.

I started my massage practice in Ft. Collins, Colorado in 1994. A few years later I began teaching massage. Today, the massage and holistic healing professions are going through tremendous growth and change. I believe fresh ideas and approaches to ancient, tried and true healing modalities are needed.

My earlier vision has manifested in Bear Heart School of Massage. The school is my passion and my joy. I can honestly say I love what I do. Creating this learning and growing community has been an exciting and deeply fulfilling experience that nourishes my spirit. I hope you will feel comfortable allowing me to guide and support you as you step into your own VISION and JOY. It is truly my pleasure. I am passionately committed to helping you realize your own highest potential. I look forward to hearing from you and assisting you on your own amazing JOURNEY!

*All Good Medicine,
Sheryl*



Section 1: Choosing Your School

What is massage therapy?

Many definitions and preconceived ideas come to mind when this question is asked. Here is some history, benefits, and definitions about massage therapy for clarification. Massage is one of the oldest healing arts. Chinese records dating back over 3,000 years document its use; ancient cultures applied forms of massage for many ailments; and Hippocrates wrote papers recommending the use of rubbing and friction for joint and circulatory problems. Today, the benefits of massage are varied and far-reaching. As an accepted part of many physical rehabilitation programs, massage therapy has also proven beneficial for many chronic conditions, including low back pain, arthritis, bursitis, fatigue, high blood pressure, diabetes, immunity suppression, infertility, smoking cessation, depression to name a few. Many millions will attest that massage also helps relieve the stress and tension of everyday living that can lead to disease and illness. There are more than 250 variations of massage, bodywork, and somatic therapies and many practitioners utilize

multiple techniques. The application of these techniques may include, but is not limited to, stroking, kneading, tapping, compression, vibration, rocking, friction, and pressure to the muscular structure or soft tissues of the human body. This may also include non-forceful passive or active movement and/or application of techniques intended to affect the energetic systems of the body. The use of oils, lotions, and powders may also be included to reduce friction on the skin and therapeutic effect.

So, what is it ...exactly?

Massage, bodywork, and somatic therapies are defined as the application of various techniques to the muscular structure and soft tissues of the human body. Specifically: Massage is the application of soft-tissue manipulation techniques to the body, generally intended to reduce stress and fatigue while improving circulation. The many variations of massage account for several different techniques. The term bodywork includes various forms of touch therapies that may use manipulation, movement, and/or re-patterning to affect structural changes to the body. Somatic means "of the body". Many times this term is used to denote a body/mind or whole-body approach as distinguished from a physiology-only or environmental perspective.

Who are Bear Heart students?

Bear Heart School of Massage students share a common desire to improve their lives through the study of massage therapy and other holistic health practices, many in pursuit of this as a profession. Our students are interested in securing meaningful employment in the alternative health care industry, being self-employed, creating their own alternative healing business, and are passionate about self improvement and their own growth. Drawn from all walks of life, they range from recent high school graduates to single parents, corporate employees, personal trainers, yoga teachers, professional athletes, parents, teachers, entry level employees, retired seniors, alternative practitioners of another discipline, individuals who feel a "calling" to do healing work, and much more.

What will bear heart students do after graduation?

Our graduates will literally make the world a healthier place by **empowering and teaching** their clients about: nutritional and herbal support for pain and stress, holistic and natural health choices that really work, Mind-Body interaction and healing, the benefits of stress reduction and practice, healing movements like Yoga, Somatics, posture awareness, by taking responsibly for their own health choices and choosing better from now on just to name a few.

Who do you want to help? Who will you empower and teach?

Our graduates will also **create** businesses like: owning and operating a massage business, healing, and wellness centers, yoga instruction studios, natural retail and much more!

What will you create? Where will this knowledge take you?

Why massage school?

It important for all students of healing disciplines to first clearly define for themselves why they want to pursue a career in the healing arts. Helping others to heal and feel better is a wonderful way to make a living. Each student has their own reason to look into this as a career: some have had a personal experience with it themselves or a loved one, some have a deep spiritual calling, some think it's cool and can't define why?, and others have no idea why they just know they don't like where they are and it sounds good right now. There are many different ways to have a job or career in the healing arts. Some professionals are full-time, some part-time, some are self-employed, some own healing centers of one kind or another, others are employed by day spas, physical therapy clinics, wellness centers, and the like. Healing practices of any kind are a challenging and very rewarding way to make a living. Whether a student is self-employed or employed by others there a few qualities that will greatly improve your success in the field. Successful professionals will be able to promote themselves, their services, and products they might carry or suggest. Having confidence in your abilities and being able to express that to potential clients is essential to building a meaningful, professional practice. Additional internal and personal qualities necessary for success are being: generally balanced in body, mind and spirit, self-correcting, self-initiating, self-directing, and self-adjusting, compassionate, and being personally and internally aware and growing, curious, explorative, risk taker, problem solver etc....**does this sound like you?**

Consider these questions about why massage:

Is this a short term job or is it a career path for me? How many of the qualities listed do I possess? How many qualities do I need to cultivate? Will my school of choice enhance my natural healing abilities and intuition as well as teach me effective techniques? What is my inner motivation to do this work?

When choosing your school what should you look for?

The first step in selecting a training program is to ascertain the reason you are seeking training. Determining your purpose will assist you in evaluating the cost, value, length, and content of the specific courses you are considering. Where do you plan to practice? What are the regulatory requirements there? This information may help determine what type of program you consider and will be successful in. There are many schools to choose from with more opening every day. How is the new student of massage supposed to decide which one is best for them? Here are a few ideas about what you should ask yourself, think about, and questions to get answered to help find the best program for you.

Cost and what's included

What most students think about in the beginning is "how much is it going to cost?" a natural first question. Let's look at the facts about cost: If it costs more, it must be better...right? WRONG! The more a program costs does not necessarily mean it is a better program. The cost of a program has little to do with the quality of the instructors, the depth and breadth of the material covered, and the passion of the instructors about their profession and teaching.

Consider these questions about cost:

What do I get for the money and what is included? How much can I put down? How much can I afford to pay monthly? Do I really want to borrow money and start my career in debt? What kinds of costs will come up when school starts? Gas, child care...? Am I willing to relocate or change residences temporarily to save money for school and graduate with as little debt as possible? Am I ready for a change? What else....?

Curriculum and instructors

All programs should include a well rounded education, one that draws from the rich history of the hands on healing arts and blends with contemporary allopathic and holistic theories on healing and health. Instructors should have a solid education, a passion for teaching, have studied to teach, and have currently or have had successful practices themselves for many years.

Consider these questions about curriculum and instructors:

What kinds of textbooks, supportive material, and study guides are included? Who are my instructors? When did they study? What are their specialties? What are the instructor requirements? Does this program prepare me for today's market for healing as a profession? What else....?

Integrity

One of the most difficult things to measure is the integrity of an institution. Integrity can be defined as: "the quality of possessing and steadfastly adhering to high moral principles or professional standards and the possession of firm principles that are evident in action and deed". Integrity is also known as an inner guidance system that motivates individuals to do the right thing for all concerned and not only acting for their own profit and reward, but helping others, the environment, and inspiring a community connection to uplift all, and seeking the greater good. The integrity of your school choice will not only define and shape your school experience it will contribute to your professional reputation.

Consider these questions about integrity:

Have I asked people who are in contact or have been in contact with this school what their experience was like? What is their local reputation, do they have credibility? Do they give back to the community? Are they environmentally conscious and spiritually respectful? Are the owners, directors and administrators connected to this profession or is this just a job? Why do they have a school? Do they walk their talk? What else....?

Accreditation

What accreditation is, and is not, is often misunderstood. Accreditation occurs when a school goes through an independent and voluntary process to qualify for Federal Financial Aid-Title IV funding. Typically schools have to be open and be operating for 2 years before they can apply for accreditation. It is not the same as being a state approved school and contrary to common belief it has little to do with the quality of education and whether or not a graduate is more employable or able to become licensed in Colorado. There is no reason why graduating from a non-accredited school will affect anything other than financial aid. Many poor and average schools have achieved accreditation and many excellent schools never seek it. It is important to choose your education programs based on what your vision of your employment and career are, references from qualified people you trust, and relevant educational standards for the profession.

*The Council on Higher Education Accreditation (CHEA) United States Department of Education web page states:
"CHEA recognized organizations must meet CHEA eligibility standards. Accreditors exercise independent judgment about whether to seek CHEA recognition. For USDE recognition, accreditation from the organization is used by an institution or program to establish eligibility to participate in federal student aid or other federal programs. Some accreditors cannot be*

considered for USDE recognition because they do not provide access to federal funds. Other accreditors have chosen not to pursue ESTE recognition. Because CHEA affiliation and USDE recognition depend on a range of factors, readers are strongly cautioned against making judgments about the quality of an accrediting organization and its institutions and programs based solely on CHEA or USDE status. Additional inquiry is essential."

(www.chea.org/recognition/recognition.asp) (www.ed.gov/about/office/list/ope/index.html)

Section 2:

Program Introduction

The programs offered at Bear Heart School of Massage were designed and created by the founder and owner, Sheryl Daniel. Sheryl has immense experience with many different healing modalities that are evident in her curriculum. As an instructor herself for over 21 years, she understands the importance of well rounded, meticulously designed courses to bring out the infinite possibilities in every student. Personal and professional connections in the healing and education community also provided the invaluable expertise and input that created the exciting education programs taught at Bear Heart School of Massage. Bear Heart School of Massage does not mix the professional business of a salon or clinic to distract us from our commitment to giving our students the best learning experience possible and our complete, undivided attention.

Faculty

Bear Heart School of Massage's outstanding instructors include professionals from many different areas of instruction including: massage therapists, movement therapists, chiropractors, personal trainers, reflexologists, physical therapy assistants, aromatherapists, yoga instructors, acupuncturists, and a host of other holistic health disciplines. The faculty is required to have, or have had their own private practices or have worked in their field of specialty for at least 5 years; some up to 21 years. Training in instruction, teaching and learning methods, and standards of curriculum fosters cohesion between individual instructors and subsequently each program. This cohesion creates a learning community of talented, passionate instructors who desire to grow in their own knowledge and to continually improve their teaching abilities.

School Classroom and Facility

Our classroom space is consciously designed to be a low stress environment, with a professional, warm and relaxing feel to inspire, uplift, and enhance learning, healing, change, and growth. We have small class size- 6 students max for hands on and 8 max for lecture. Our classroom is perfect for what we are doing. It is an easy to find location with ample, well lit parking. The school is within walking distance to many restaurants in old town Fort Collins for food and snacks for school and has a small kitchenette for students to use.

Program & Campus Highlights

- Lower overall costs for attending school-since some of the course theory will be independent learning, students will reduce the costs for gas, child care and income lost for time off from work
- Classroom space has all the necessary equipment: massage tables, oils and lotions, blankets, pillows and bolsters, basic class materials and supplies, a full skeleton, anatomy posters, CD's player, reference materials, and Audio/Visual display.
- An extensive in class library that includes current massage and healing books and periodicals
- Energy efficient, healthy, & environmentally friendly products are used.
- We Reduce, Reuse, & Recycle!

Holistic Massage Therapist Program

Holistic Structural Release ****Exclusively Taught in Bear Heart Programs**

"Holistic Structural Release blends a series of light and deep bodywork techniques, and holistic release techniques to address a variety of soft tissue restrictions. HSR uses a precise sequence for maximum benefit and longer lasting hold. HSR facilitates and supports awareness, transformation, growth, and expansion in a substantial way. It is a holistic bodywork system that includes releasing stress from the body, organ referral, movement education to create and support an opening for change, healthy lifestyle consulting, supportive body-mind release, holistic bodywork, and energetic interventions to create balance and tap the infinite possibilities of health for the individual."

The Therapeutic Massage program is for mature students who have a strong desire to work with clients who deal with the challenging issues of chronic pain, tension and injury as well as the relaxing, health enhancing benefits of massage. An emotional maturity is required of therapeutic students that will allow therapists to relate to a broader client base rather than only, the ever so yummy, relaxation and stress reduction aspects of massage therapy. When clients see the massage therapist as a valuable part of their wellness program they stay even when money is tight, like in today's economy. It is deeply satisfying work and very rewarding

to have a lifelong impact on the joy of daily living for your clients. Bear Heart School of Massage teaches Sheryl's unique way of blending relaxation and holistic, therapeutic techniques that really make a difference on an ongoing basis for regular clients. Reaching beyond the basics, the Therapeutic program includes the Structural Release series for long lasting change for clients and greater marketability for the therapist. For the career minded student the Therapeutic Massage program is the best choice. The exposure to a wide variety of techniques in more than just an introductory format makes this program very competitive while keeping the emphasis on therapeutic bodywork courses and therapeutic practice development. Subjects covered will include basic relaxation massage, advanced techniques in clinical massage, introduction to the holistic healing paradigm, holistic nutrition, aromatherapy, remedies for self care, the mind-body connection, advanced soft tissue release protocols and techniques, a business class to ensure success, and therapeutic relationship and ethics. This program is an effective combination of hands-on techniques, science, advanced therapeutic methodology, and business success. The Therapeutic Massage Program will provide students with the skills and knowledge necessary to: achieve excellence in the field of massage therapy, seek Colorado state registration, secure advanced level employment as a therapeutic massage therapist, and be able to create a successful private practice in massage therapy. Complete this program in 10 months including breaks.

Holistic Massage Program

763 hours

Total Program Cost \$6,947.

- Tuition \$5,372.
- Fees \$775.
Registration and Clinical
- Supplies \$800.

Holistic Massage Program Class List

Massage I: Whole Body Massage

Prenatal, Delivery & Infant Massage
Chair Massage

Massage II: Clinical Massage

Holistic Structural Release Series

Trigger Point Therapy
Myofascial Technique
Dynamic Neuromuscular
Positional Release
Cranial Decompression
Muscle Energy Technique & PNF

Massage III: Holistic Bodywork

Traditional Chinese Medicine Bodywork: Acupressure & Shiatsu
Ayurvedic Bodywork: Abhyanga & Marma
Reflexology
Hot Stone Massage
Lymphatic Massage

Postural Analysis & Therapeutic Movement

Psychophysiology of the Mind-Body Connection

Holistic Healing: Nutrition, Herbs, & Aromatherapy

Business Mastery: Creating a Thriving Career

Anatomy, Physiology, & Pathology

Bodies in Motion: Kinesiology

Massage Clinical Hours

Massage Research Projects

NEW in 2017!!!!

Holistic Structural Release Program

a non massage program for Clinical Manual Therapy

Holistic Structural Release Program

700 hours

Total Program Cost \$6,957.

- Tuition \$5,357.
- Fees: Registration and Clinical \$800.
- Supplies \$800.

Creating balance in the mind-body is essential in achieving a healthy body and allowing graceful, freedom of movement without pain or discomfort. Holistic Structural Release is a complete protocol with supportive holistic bodywork that addresses connective tissue dysfunction and pain. With roots in structural integration and Feldenkrais, Holistic Structural Release includes a combination of connective tissue and neurological techniques that include Muscle Energy Technique, Connective Tissue Normalization, Internal Organ Manipulation, and Cranial Manipulation.

HSR also includes acupressure, subtle energy and somatic movement modalities to enhance results. Holistic Structural Release uses profoundly effective assessment for maximum efficacy and facilitates the body awareness necessary for change to occur. Normalizing connective tissue is only one component of attaining long lasting results.

Holistic Structural Release can help reverse patterns of behavior and movement that reinforce the pain experience. This complete holistic protocol and stand alone certification is for anyone interested in hands-on healing with a clinical and therapeutic focus.

From the DORA website "Colorado Revised Statutes 2016 TITLE 12 Professions and Occupations ARTICLE 35.5 Massage Therapist 12-35.5-110. Scope of article - exclusions - authority for clinical setting. (1) Nothing in this article prohibits or requires a massage therapy license for any of the following: ... (e) The person provides alternative methods that employ contact and does not hold himself or herself out as a massage therapist. For the purposes of this paragraph (e), "alternative methods that employ contact" include, but are not limited to: (I) Practices using reflexology, auricular therapy, and meridian therapies that affect the reflexes of the body; (II) Practices using touch, words, and directed movements to deepen a person's awareness of movement patterns in his or her body, such as the Feldenkrais method, the Trager approach, and body-mind centering; (III) Practices using touch or healing touch to affect the human energy systems, such as reiki, shiatsu, and meridians; (IV) Structural integration practices such as Roling and Hellerwork; and (V) The process of muscle activation techniques."

NEW in 2017!!!!

Esthetician Program and Continuing Education

Esthetician Program

600 hours

Total Program Cost \$6,847.

- Tuition \$4647.
- Fees: Registration and Clinical \$1400.
- Supplies \$800.

The Esthetician program includes facials, massage, and spa treatments, hair removal and makeup in an in depth, treatment and hands-on program. We will explore many types of popular basic and specialty facials such as hydrating, exfoliating, treatment oriented for scarring and acne, specialty for aging and sensitive skin and more. Students will learn how to combine these popular facials with specialty machines and techniques to get the best results for your clients. Students will grasp a complete understanding of the different types of peels and chemical agents for lasting and immediate benefits. Students will learn the physiological reactions of chemical facial agents on the skin, as well as how to determine what facials are suitable for each skin type and condition. Students will be able to perfume pre-treatment skin analysis and explanation of the procedures to the client.

Add on treatments to facials can be an important business edge. This course will also cover body treatments, advanced massage techniques within the scope of practice like lymphatic and shiatsu for the

face, hands and head, reflexology hand and foot treatments, parafango, wraps, scrubs, paraffin dips, aromatherapy and more. Hair removal includes a variety of methods and is a very popular esthetician service. This course will go over the hair growth cycle and various types of hair removal including shaving, depilatories, tweezing, waxing, threading, sugaring, electrolysis and laser hair removal. Students will learn a variety of waxing methods including sugaring, hard and soft waxes for face and body for men and women. We will also cover client safety and protection, contraindications of hair removal, disinfection, sanitation, and state rules. An effective client consultation is key to a satisfactory result, students will learn to evaluate a client's skin and hair to meet their goals for the best results possible and use appropriate documentation for informed consent and release. The proper use of makeup has been used for centuries to enhance, conceal, and express a person's unique beauty. This course will go over basic makeup principals such as skin types, disorders, colors, and tones necessary for flawless application. Students will learn how to highlight and contour the various facial shapes to achieve a beautiful daytime, special occasion and evening looks for individuals and for parties. Exploring the needs at different stages of life and skin will be covered as well. Students will learn proper cleaning, safe work practices, and sanitation of all tools necessary for makeup application. We will cover Colorado state rules and regulations regarding legal applications of esthetic procedures, scope of practice definitions and medical esthetics, and salon/workplace safety and health. Students will gain hand-on practice of all proper sanitation, disposal of instruments, use in treatments and infection protection for supplies and instruments used for all treatments. Student will gain an understanding of the day in the life of an esthetician focused around clinical, practical experience in the school clinic supervised by licensed estheticians faculty, utilizing all the skills necessary for intentional, safe, and effective treatments for their clients. Demonstrations of advanced techniques will round out this thorough technique and hands-on program.

NEW in 2017!!!!

Advanced Cosmetic Resurfacing & Exfoliation

Continuing Education for Estheticians and Cosmetologists

Advanced Cosmetic Resurfacing and Exfoliation

Continuing Education for Estheticians and Cosmetologists

100 hours

Total Course Cost \$3,597.

- Tuition \$2172.
- Fees: Registration and Clinical \$1025.
- Supplies \$400.

Advanced Cosmetic Resurfacing and Exfoliation will take your practice to the next level and increase your client base. This advanced continuing education course includes modalities that can be used by any esthetician for dramatic skin enhancing results. We combine the 4 most popular techniques in this advanced course; Chemical peels, Microdermabrasion, Microneedling, and Dermaplaning. Benefits vary from immediate to building over time. This course is the perfect addition for great results for any non-medical esthetician who wants to give more than the basic facial. Benefits include: deeper product penetration, softening fine lines and wrinkles, decrease in the appearance of scarring, decreases pore size, and reduces superficial hyper-pigmentation, and cell proliferation. This cell multiplication results in the formation of new tissue layers of elastin and collagen fibers as well as in new capillaries for an improved blood supply. Students will grasp a complete understanding of the different types of chemical peels; as well as advanced technology in chemical peeling agents will be discussed. Students will learn the physiological reactions of peeling agents on the skin, as well as how to determine what peels are suitable for each skin type and condition. Microdermabrasion uses a diamond-tipped wand, to slough off the top layer (epidermis) of the skin and stimulate new skin growth. The underlying epidermis immediately looks and feels smoother and more radiant. Microneedling creates microscopic punctures in the epidermal layer of the skin that break down scar tissue and stimulates skin cells to proliferate. Dermaplaning is the safe use of a non medical grade scalpel to remove vellus hair from along with the top epidermal layer of the skin, increasing cellular turnover while smoothing and softening the surface of the skin.

Section 3: Administrative Policies & Procedures

Prerequisites to Admission

All Students are required to...

1. Be 18 by the first day of classes *
2. Submit documentation for HS graduation or GED or get permission from Director
3. Be able to read, write and comprehend the English language
4. Be physically able to perform massage and be on your feet for 1 1/2 hours at a time
5. Present driver's license or state photo ID or military ID or passport
6. Have received at least one professional massage within the last year. If you have not, schedule a massage with Sheryl at a special price or a therapist of your choice.

** If the student is under 18 and currently in high school, they will need to need to submit: **a.** Submit 2 letters of recommendation from current high school counselor, teacher, or principal **b.** Submit a letter from the school registrar stating expected date of graduation **c.** Have a parent or legal guardian sign the application section pertaining to the minor applicant and attend all interviews and enrollment activities with the minor student*

Before You Apply

Before you schedule your preliminary admissions interview or submit your application:

- ✓ Ensure you meet the minimum requirements and start gathering the required documentation.
- ✓ Start thinking about how you will pay for school- we offer no federal financial aid.
- ✓ Begin to determine your maximum down payment amount and how much you can pay per month.
- ✓ Think about who you will ask to be a reference for you. You will need 2.

How to Apply

There are 2 levels of acceptance for admission to Bear Heart School of Massage programs.

Level 1-Preliminary: based on application only

Level 2-Secondary: based on interview

Once you are certain you are ready to begin your application process:

1. Thoughtfully fill out your application
2. Submit your application
3. Upon level 1 preliminary acceptance schedule an application interview with Sheryl, finalize payment, and register for classes
4. Upon level 2 secondary acceptance and prior to the start of classes attend orientation to prepare for the school term. You will then be well prepared to succeed in school, learn, grow and get lots of massages... seriously; your homework is to get lots of massages.

Schedules & Calendar

Program Schedule Details

- Breaks between sections
- Make-up days built into the schedule
- Flexibility within structure to assure the best learning experience with a reasonable time commitment
- A detailed school calendar will be issued at orientation.

Enrollment

Students may apply anytime they wish. Enrollment may happen up until 2 weeks into the program start date. Enrollment is when the contract for attendance is signed and deposits are put down.

Recognized Holidays

There are no classes scheduled during a recognized holiday. Practical hours may be open if there is a need, coverage is available, and will be optional attendance for students to do their practical sessions. The holiday hours will be clearly posted. Students will be allowed to make-up work for religious holidays not on our list.

Valentines Day, Memorial Day Weekend, Easter, Mother's Day, Father's Day, Independence Day, Labor Day Weekend, Halloween, Thanksgiving (Wed-Sun), Christmas Eve, Christmas (usually a long winter break from before Solstice/Christmas until after the New Year), New Years Eve, New Years Day

General Weekly Schedule

The massage program class schedule is 8-10 hours a week for class and 3-4 hours for clinic hours. Bear Heart School of Massage does not have set start times that are the same every year. Since we are an intimate class of 6, we wait until there are enough individuals ready to start and then we set the final schedule. The final schedule will be customized to fit the class's needs after final enrollment is completed and within the given parameters. A detailed and specific class schedule will be added to every enrollment agreement after detailed and specific student availability is received from every student enrolled in the class. The final schedule will meet the availability requirements each student included in their enrollment agreement. Once the schedule is set, it is fixed and unchangeable. We pride ourselves for having small classes for the best possible student-instructor relationship and learning experience and the lowest tuition for a program of this superior quality. This scheduling process is one way we are able to offer these great programs, with amazing instructors at such a reasonable cost to the student.

Open Schedule

Class by class may be the only way some students can attend school. Any combination of classes is acceptable as long as prerequisites are met. There is no guarantee of when classes will be offered in the future and there is no guaranteed completion date. The director will make sure you are on the right track.

Additional Program Schedules

Other programs are scheduled as required and do not follow a set routine like the core massage programs. Schedules will be posted on line as each program, individual continuing education classes, and community classes are scheduled throughout the year. Be sure to be on notification lists if you are interested in the other programs or courses.

Payment Options & Financial Details

Value in Education

Along with having excellent tools to assist students with the money matters of school, we start the financial assistance by having superior value in massage education. You get more for your money at Bear Heart School of Massage; superior instruction, contemporary healing programs, and quality equipment and supplies. Sheryl and the staff of Bear Heart School of Massage are committed to uplifting and supporting every student as they pursue their personal vision while offering the best value for your education. It's understandable that cost can sometimes be the most frustrating thing about starting school. Bear Heart School of Massage is here to help you find the most effective use of your resources, financial and otherwise. We offer financial assistance options and financial resource education while maintaining an objective, supportive, and optimistic attitude. Often, it can be difficult to visualize graduation and freedom when personal or financial stress blocks the view.

Financial Aid Tools & Options

Many options may be combined to meet every individual student's needs. Upon acceptance, students who need financial aid should schedule a financial needs analysis meeting with Sheryl. Together we will evaluate your current situation and choose the most cost effective programs available. Our goal at Bear Heart School of Massage is to keep your attention on learning and growing, not distracted by finances. Because the economy has forced many private education lenders to put a freeze on adding new schools, Bear Heart School of Massage is unable to offer any outside financing and we have no relationships with outside financing institutions. Combining our payment plans with loans and gifts will give you the best price possible in addition to the freedom of mind to enjoy your learning experience to its fullest without the bother of worrying about finances.

Payment Plans

All students are eligible. Bear Heart School of Massage requires a minimum \$500 down payment. The remaining balance is then divided out for the length of your program into equal payments.

Transfer of Credits

Each school evaluates credit eligible for transfer independently; therefore we can not guarantee transferability of any of our classes to other schools unless there is a written agreement with another institution. Granting credit for previous training will not affect the refund policy. Our courses are very massage specific so even the most basic courses may not transfer because of the massage information you will need to succeed is lacking. Apprenticeship councils do not accept training from trade schools for advanced placement if program is in the apprenticeship area, if applicable

Postponement of Starting Date

Postponement of starting date, whether at the request of the school or the student, requires a written agreement signed by the student and the school. The agreement must state:

1. Whether the postponement is for the convenience of the school or the student
2. A deadline for the new start date, beyond which the start date will not be postponed.
3. If the course is not commenced, or the student fails to attend by the new start date set forth in the agreement, the student will be entitled to an appropriate refund of prepaid tuition and fees within 30 days of the deadline of the new policy.

Attendance Policy

Students are expected to arrive on time for class with proper materials. If a student is not in class when it begins they are considered late. An overall attendance rate of at least 90% is required. Instructors may request your withdrawal from a course or program if absences or tardiness exceed 90% or becomes problematic. Students will be notified if they are in danger of expulsion and may be placed on disciplinary probation. Students who are unable to continue classes for medical reasons or severe personal problems will be required to take a leave of absence until they are able to return to class. The refund policy may not apply if a student is expelled for attendance reasons. Proper documentation will be required to substantiate a student's withdrawal.

Academic Progress Policy & Academic Probation

Students need to maintain a minimum 70% grade point average. Those who do not will be placed on academic probation until the end of the class. During the probationary period students should strive to raise their grade average to passing or higher. The student may be terminated if grades are not satisfactory at the end of the probationary period. Termination shall be at the school director's discretion, with input from the involved faculty. The director has final authority and shall notify the student of the final decision. Students who fail a class may not proceed to classes that require the failed course as a prerequisite without the instructor and director approval. Students may re-take the failed course the next time it is offered and continue when it is passed. The new grade will replace the old grade on the student's transcripts. Students are responsible for paying for the retaken class. It is important to mention that financial aid may be affected by grades, attendance, and conduct and is not guaranteed by Bear Heart School of Massage. Re-admittance after academic probation dismissal may be considered if the student shows demonstration that they have taken steps to ensure success. For example a student may take some remedial classes in comprehension, writing, received tutoring for a specific subject, or possibly sought out learning disability testing and training to overcome the original academic challenge. The director, with instructor input, will determine if the actions of the student are enough to ensure future success. Students with make-up work requiring instructor input will be responsible for paying the hourly rate of no more than \$50 per hour for the instructors' time.

Conduct Policy & Disciplinary Probation

All students are expected to conduct themselves in a mature, professional, respectful, and considerate manner with all staff, faculty, students, clients and professional associates of Bear Heart School of Massage. Students may be placed on disciplinary probation for any reason that involves violations of this school policy that are not academic in nature. Attendance, behavioral conduct not in a professional and considerate manner, violence, physical or verbal abuse, harassment of any kind, dishonesty, scope of practice violations, property damage, and theft are just a few of the reasons this might happen and will not be tolerated in any way. The terms of probation will vary depending on the offenses committed. A meeting will be scheduled with the director and all relevant parties to determine the conditions of continuance in the program or total expulsion. The results will be given to the student as soon as possible. The refund policy may not apply if a student is expelled for disciplinary reasons. Depending on the reason why the student was dismissed, re-admission may be possible. This will be decided in the initial probationary terms. Possession of weapons, illegal drugs and alcohol are not allowed at any time. Any violation of school policies may result in permanent dismissal from school.

Dismissal

Any student may be dismissed for violations of the rules and regulations of the school, as set forth in the school catalog, online, the student handbook, and other published material. A student also may be involuntarily withdrawn from classes if he or she does not prepare sufficiently, neglects assignments, or makes unsatisfactory progress. The director, after consultation with all parties involved, makes the final decision. The director may temporarily suspend students whose conduct is disruptive or unacceptable to the academic setting. After appropriate counseling, students who demonstrate a genuine desire to learn and participate in school standards of conduct, may be allowed to resume attendance. The director will review each case and decide on re-admittance. The refund policy may not apply if a student is expelled for disciplinary or academic reasons.

Student Grievance Procedure

Student complaints should be brought to the attention of the school director to attempt resolution immediately. Formal complaints must be in writing and all complaints will be documented. It is the director's desire to be aware of even the smallest problem before it can get out of control and become irresolvable. Many students, staff, and clients are hesitant to complain mainly because they don't want to "rock the boat". Keep in mind if you don't tell the director or someone you trust on staff that there is a problem, we may never know about it and cannot help resolve the situation. The staff relies on all the individuals in our school community to be accountable, responsible, courageous and forthcoming if you are having difficulty with anything. In some cases the issue is simply the adjustment to school and the way we do things. Massage and healing school is a unique environment and letting the staff know you are unhappy is the only way we can resolve the issue in the best interest for all concerned. Chances are the individual student is not the only one who is struggling with the same issue and resolution can help many individuals, not just the one who brings it to light. Anonymity will always be honored if at all possible.

Complaints may be filed online with the Division of Private Occupational Schools and there is a two-year limitation (from student's last date of attendance) on the Division taking action on student complaints. Division's website address: higher.ed.colorado.gov/dpos and phone number: 303-862-3001.

Grading System

Bear Heart School of Massage's grading system involves a mixture of written assessments of knowledge, practical evaluations, participation, observed and demonstrated skills in class and in the field, projects, and homework. Each instructor chooses their method of assessment based on their style and subject matter and what best suits the material. The specific grading system will be on the individual class syllabus that students will receive for each class.

Grade Reports

Grades are private information, only available to the individual student, their designated recipients, which may include financial aid sources, other instructors for the purposes of instruction and success, and the director. Grades may be reported in several different ways. Bear Heart School of Massage will officially report grades in person or by email. Grades can be expected within 5 business days after the end of each class provided all work has been turned in. If a student is not passing a class they will be notified as soon as possible. If that course is a prerequisite for another course a failing grade may jeopardize progression through the program. Upon completion of the entire program of study (yippee!) an official transcript will be included in the student's graduation packet. Additional transcripts will always be available at request for a nominal fee. All work must be turned in and all fees paid in full before any transcripts or certificates will be issued.

School Refund Policy

Students not accepted to the school are entitled to all moneys paid. Students who cancel the enrollment contract by notifying the school within three business days are entitled to a full refund of all tuition and supply fees paid if they have not started their training. Students, who withdraw after three business days, but before commencement of classes, are entitled to a full refund of all tuition and non-applied fees paid except the maximum cancellation charge of \$150.00 or 25% of the contract price whichever is less. In the case of students withdrawing after commencement of classes, the school will retain the cancellation charge plus a percentage of tuition and fees, which is based on the percentage of contact hours attended in the Program/Stand Alone Course, as described in the table below. The refund is based on the official date of termination or withdrawal. The date of termination is the signed student termination form or if there are more than 10 days or two weeks of consecutive absence with no contact the official date of termination is the last documented day of actual attendance. The official date of termination or withdrawal of a student shall be determined in the following manner: The date on which the school receives notice of the student's intention to discontinue the training program; or the date on which the student violates published school policy, which provides for termination. Should a student fail to return from an excused leave of absence, the effective date of termination for a student on an extended leave of absence or a leave of absence is the earlier of the date the school determines the student is not returning if there is no communication from the student for 5 business days after attempts have been made to contact them or the day following the expected return date. The student will receive a full refund of tuition & fees paid if the school discontinues a program/stand alone course within a period of time a student could have reasonably completed it, except that this provision shall not apply in the event the school ceases operation. If a program is canceled or the school closes students will be fully refunded any money paid and unearned. All legitimate refunds will be made within 30 days from the date of termination.

Refund Formulas

Student is entitled upon withdrawal or termination:

- Within first 10% of program, Refund: 90% less \$150 cancellation charge
- After 10% but within first 25% of program, Refund: 75% less \$150 cancellation charge
- After 25% but within first 50% of program, Refund: 50% less \$150 cancellation charge
- After 50% but within first 75% of program, Refund: 25% less \$150 cancellation charge
- After 75%, if paid in full, cancellation charge is not applicable, NO Refund

Nondiscrimination Policy

All are welcome! Bear Heart School of Massage does not discriminate against employees or students based on race, gender, creed, sexual orientation, physical handicaps, religion or national origin.

Confidentiality of Records & Privacy Statement

Your privacy is important to us, and maintaining your trust and confidence is one of our highest priorities. We respect your right to keep your personal information confidential and understand your desire to avoid unwanted solicitations. We hope that by taking a few minutes to read on, you will have a better understanding of what we do with the information you provide us and how we keep it private and secure. We collect certain personal information about you – but only when that information is provided by you or is obtained by us with your authorization. We use that information for the enrollment and education process for Bear Heart School of Massage. Examples of sources from which we collect information include: interviews and phone calls with you, letters or e-mails from you, applications filled out by you, financial and medical history questionnaires. As a general rule, we do not disclose personal information about our students or former students to anyone. However, to the extent permitted by law and any applicable state Code of Professional Conduct, certain non public information about you may be disclosed in the following situations: 1. To comply with a validly issued and enforceable subpoena or summons. 2. In the course of a review of our school's practices under the authorization of a state or national licensing board, or as necessary to properly respond to an inquiry or complaint from such a licensing board of organization. 3. As a part of any actual or threatened legal proceedings or alternative dispute resolution proceedings either initiated by or against us, provided we disclose only the information necessary to file, pursue, or defend against the lawsuit and take reasonable precautions to ensure that the information disclosed does not become a matter of public record. 4. To provide information to affiliates of the school and non affiliated third parties who perform services or functions for us in conjunction with our services to you, but only if we have a contractual agreement with the other party which prohibits them from disclosing or using the information other than for the purposes for which it was disclosed.

Placement Assistance

BHSOM offers employment assistance to graduates consisting of actively collecting and making available all employment information including: leads, office space, business development, state licensing, as well as refreshers and support for employment skills development. The staff of Bear Heart School of Massage promises our continued support for your business, now and always. While we will help in any way we can in your job search, we can make no guarantee, expressed or implied, of future employment. Current law prohibits any school from guaranteeing job placement as an inducement to enroll students.

Approved and Regulated by the Colorado Department of Higher Education
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