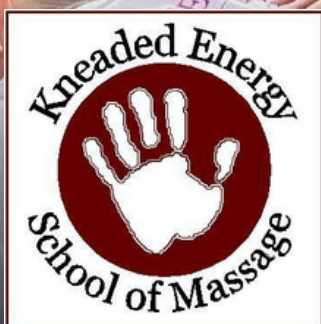


SWEDISH DEEP TISSUE ETHICS HOT STONE
KINESIOLOGY ANATOMY PATHOLOGY
REFLEXOLOGY SPORTS AROMATHERAPY BUSINESS
LYMPH DRAINAGE CUPPING
CANCER CARE STRETCHING

MASSAGE THERAPY

GREENSBORO, NC



www.kneadedenergyschool.com

**2023-2025
Vol 18**



We must never underestimate the power of planting a seed...

**Thank you for
your interest in
Kneaded Energy
School of Massage**



also known as
School of Massage
at Kneaded Energy

*We are committed to
making your dream to
become a massage
therapist a reality.*



Contact us so we can help you
make this next step.

Shelley Johnson
and Bill Norman,
Co-Program Directors

321 W. Wendover Ave.
Greensboro, NC 27408

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What's Inside

Volume 18, January 2023

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WELCOME

to Kneaded Energy School of Massage

Kneaded Energy School of Massage

Dear Students and Colleagues,

Welcome to Kneaded Energy School of Massage! You are becoming part of an institution that has educated massage therapy health professionals for 20+ years! We are passionate and focused on educating massage therapists to deliver quality, compassionate, whole-person healthcare. Massage school is a container for incredible transformation. This statement seems to be a common thread we hear from our graduates.

We commend you on your commitment to enter this profession, and to life-long learning; demonstrated by your decision to further your education. We are honored that you have selected Kneaded Energy School of Massage to assist you in reaching your educational goals. We assure you; we are committed to helping you succeed.

In this catalog you will find useful information on the steps you'll take on your journey from application to graduation. We have included information about the services that are available to assist you and the policies and procedures that will help you along the way. We encourage you to familiarize yourself with the content of this catalog and the Student Handbook that you will receive on your first day of class.

On behalf of the administration, faculty, and staff, and the graduates who came before you; we want to welcome you to your massage therapy community and wish you every success in your academic endeavor.

Sincerely,

Shelley Johnson, LMBT and Bill Norman, LMBT
Co-Program Directors

Introduction



This school catalog provides important information about Kneaded Energy School of Massage and the Professional Massage Therapy Diploma Program. We take the opportunity to promote the *qualities that make our school different*.

- This school is owned and operated by practicing massage therapists.
- Our original company, Kneaded Energy, is a busy, high performing private practice in massage therapy. This live example of massage therapy gives students of the school first-hand affirmation about potential success in the field. With approval and monitored access, the students can observe this working practice in action.
- The school is located within a holistic healing center. The center is a community of holistic practitioners providing Chiropractic Care, Psychotherapy, Skin Care and Massage Therapy.
- The school is located in an easy access area, Wendover Avenue. The school owns the property and has created its very own sanctuary of nature, in the middle of the city, surrounded with natural beauty and successful massage therapy.
- Being active in the industry allows us to make curriculum changes that address the latest modalities.
- We have built in safety nets to insure you don't fall through the cracks. We work with work schedules, absences, poor grades, and life—as it happens.
- We are passionate about massage therapy. If you want to become a part of this field, we want to help you.
- As of December 2022, our MBLEx pass rate ranged from 85-100%. The State average pass rate for all massage students is 72.9%. The National average pass rate is 69%.



About KESM

Our Vision Statement:

To provide opportunity...

- Kneaded Energy School of Massage provides opportunity for our students to learn massage therapy and to follow their dreams.
- We provide opportunity for our instructors who have been called to teach.
- We provide educational opportunities for practicing therapists through our CE program.
- We provide opportunities for the community of clients seeking the service of our highly skilled and trusted graduates.

The KESM Mission Statement:

- We commit to listening to and responding to student needs,
- We ensure that each student develops self-confidence, increases self-esteem, and creates goals to help them reach their personal potential,
- We create an environment that is fun,
- We provide opportunities for greater learning in all aspects of massage therapy education that acknowledges the therapist/client in a body-mind-spirit learning environment.
- We prepare the student with the fundamentals, knowledge and practical skills of massage therapy, and application of hands-on techniques,
- We prepare the student to practice as a professional Massage Therapist in a variety of employment settings, with a sound knowledge of and proficiency in the fundamental skills, theory, and principles of massage.
- We ensure that each student learns and respects the laws regarding Massage Therapy and prepare them to make smart, safe, and ethical decisions with regards to their professional practice of massage therapy.
- We commit to making decisions that will ensure the long-term prosperity of the school. We recognize we have a responsibility to maximize the value of our human, financial and physical resources.
- We commit to generate profits that: a) justify the investment, b) afford compensation to those who contribute c) allow the company to grow, and d) ensure that each student receives a quality education.



Our Philosophy

From the onset of the program, the student begins developing a solid foundation in massage therapy.

The knowledge gained from our program will help the new therapist address each client's concerns and discomfort with a multifaceted approach. Progressing towards completion, the students will feel confident that they have acquired the essential skills and knowledge to effectively assist their clients with relaxation, stress, and chronic pain. Our program is heavy in science-based information, business understanding, customer service and personal integration.



We provide each student access to the qualities that will produce success. If a student wants to open their own practice, they will gain the working knowledge of what is required to be a successful startup business.

If a student prefers to find quality, long term employment opportunities, our program will help to counsel that student to learn the positive characteristics of a good employee that can excel in customer service and massage technique and who also understands the financial contribution and liability they add to any small business.

School History

2009 - Kneaded Energy School of Massage was founded and incorporated. Kneaded Energy School of Massage is approved by the North Carolina Board of Massage and Bodywork Therapy (NCBMBT) on August 20, 2009. The school is recognized by the National Certification Board of Therapeutic Massage and Bodywork (NCBTMB). The school is an approved provider of Continuing Education hours from the National Certification Board of Therapeutic Massage and Bodywork, #450524-07.



To Date: Kneaded Energy School of Massage has successfully graduated 52 classes of students as of January 2022. Those graduates who really wanted to do massage therapy following graduation are working in the profession. Many have found employment with the balance of graduates starting their own businesses.

History of Kneaded Energy

The name, “Kneaded Energy”, is known to the Triad as a name synonymous with great massage therapy, skilled therapists, quality experience and superior customer service, with the emphasis on listening to the clients’ needs. The Kneaded Energy Companies are service based businesses that understand what is required to be successful in today’s everchanging and challenging market.

The students at Kneaded Energy School of Massage will learn and observe modeled behavior and practice this philosophy in and out of the classroom.

The shareholders of the “S” corporation, Kneaded Energy School of Massage, are Bill Norman and Shelley Johnson. They are graduates of the Body Therapy Institute in Silk Hope, NC.

2000 - Together they created, registered and opened the private practice of Kneaded Energy® Professional Massage Therapy that still exists today.

2002 - Bill and Shelley opened the State Street Center for Renewal, a health and wellness center comprised of Acupuncture, Chiropractic, Skin Care, Colon Hydrotherapy, Psychotherapy, and Massage Therapy.

2003 - Kneaded Energy hired their first Kneaded Energy employee.

2004 - While growing their business they were chosen to represent Massage Therapy at the Summer Olympics in Greece providing massage therapy to the athletes as part of the International Sports Massage Team. A once in a lifetime opportunity, they chose to work the Paralympics. Shelley was assigned to Wheelchair Basketball and Bill was assigned to the Olympic Village working with all athletes around the world and from every sport.

2006 - Bill and Shelley opened a subsidiary of Kneaded Energy called National Massage Network, subcontracting massage therapy nationwide for conventions, expos, and health screenings.

2008 - Bill and Shelley published their first book about building a successful massage therapy business.

2009 - While employing a core group of therapists, Bill and Shelley opened Kneaded Energy School of Massage and hired a hand full of quality instructors.

2012 - They purchased the building at 321 W. Wendover Avenue, Greensboro, NC that now houses their practice, school, and holistic center.

2022 - They launched an online platform to help students nationwide pass the MBLEx and earn online ces.



Our school is approved by the North Carolina Board of Massage and Bodywork Therapy, National Certification Board of Therapeutic Massage and Bodywork and the NC SAA – GI Bill.



School Facility Environment

We are an oasis of learning in the middle of the city. Our facility embraces the philosophy of recycle and reuse. Our new school building is located on busy Wendover Avenue adjacent to the oasis of Latham Park. Although our building was built in the 80's, we have renovated the interior to support our beliefs and focus of our educational model. Our classrooms offer the latest in technology. They have been renovated to provide plenty of natural light, and all the latest technology to reduce our carbon footprint on the world. Our classrooms are sparsely decorated, with intention. This provides the instructors and students a clean, fresh pallet each day from which to create a new classroom experience.

Wendover Avenue is conveniently located to Church Street, Bryan Boulevard, Hwy 29, and Hwy 220. We are located at Latham Park at the corner of Cridland, adjacent to Moses Cone main campus.



Education Environment

Kneaded Energy School of Massage is a pre-professional, adult learning environment. We encourage and promote self-responsibility, time management skills, respectful communication, and continuous personal inventory. We encourage students to support themselves in the learning environment, ask for help when necessary, and seek to achieve their highest potential.

Kneaded Energy School of Massage understands and respects different learning and teaching styles. Feedback given from colleagues, instructors and staff is designed to give the student critical information to support them in this process.



Integrative Approach

We recognize that a person is composed of the body, mind, and spirit. We each have our own thoughts, beliefs, convictions, emotions, desires, and sensations. We acknowledge that each person is of value, has in them a deep sense of knowing, the ability to sense intention, and a calling to become whole, whatever that means for each person. We want to tap into your potential for learning, activate your passion for life and learning, and teach you what it means to serve the community through massage therapy and bodywork.

Personal/Professional Development

The Professional Massage Therapy Diploma Program at Kneaded Energy School of Massage will give you the skills and knowledge that are required for success in this fast growing, incredibly satisfying profession. Our program will challenge your mind, help you to define your beliefs, and encourage you to grow. Throughout the program, we will stop and focus on what has been taught and learned. This will assist and encourage you to synthesize the information so it can become part of your core beliefs and bank of knowledge.

Resource Library

Kneaded Energy School of Massage Resource Library contains an extensive collection of current books, educational tapes, cds and dvds, resource files and binders containing information about massage therapy.



Student/Graduate Services

Job Placement: Kneaded Energy School of Massage maintains a referral listing of available job opportunities in the massage therapy field. We make every effort to assist graduates in finding an appropriate position; however, we are unable to guarantee employment.

Academic Advisement: Academic advisement and post graduate career planning are available.

Housing and Transportation: Kneaded Energy School of Massage does not provide housing or transportation to students. Wendover is a major Greensboro thoroughfare. We encourage students to carpool.

Continuing Education: We believe that ongoing studies are important to the success of our students. To fulfill that need, our school offers a comprehensive schedule of continuing education classes designed to fulfill the requirements for North Carolina licensure renewal and build on the foundation created in our program. Approved Provider #450524-07.

Alumni Support: We continue to stay connected to our graduates through our Alumni private group.



Student/Graduate Services, continued

Transfer Credit and Advanced Placement:

- Kneaded Energy School of Massage will review the school that is under consideration for transfer credit. School must be licensed, (or was licensed) approved (or was approved) by the education licensing authority in the state in which it operates or exempt by statute.
- The school where credit is being transferred shall provide an official transcript to become a permanent record in the student's file and must be present prior to consideration.
- Courses for which credit is granted shall be parallel in content and intensity to the courses presented by Kneaded Energy School of Massage and must have been taken within the last 5 years. The assumption is that both schools providing "Introductory massage programs", they should be parallel in content and intensity, but testing will reveal the truth.
- Courses for transfer consideration would include Swedish 1 and 2 (up to 50 hours), Student Clinic (up to 50 hrs), Aromatherapy (3 hrs), Reflexology (3 hrs), Eastern Philosophy (3 hrs), Kinesiology (up to 83 hrs), Anatomy and Physiology (up to 44 hrs), Pathology (up to 83 hrs), Ethics and NC Law (15hrs), and Business (up to 12 hrs).
- Whether the student is seeking transfer of credit or advanced placement, Kneaded Energy School of Massage will require the student to sit for the Final Exam (and midterm where it applies) in the course of which they are hoping to transfer credit.
- With the highest number of hours eligible for transfer, according to .0627(b) students would still be required to take a minimum of 500 hours at Kneaded Energy School of Massage (35% of 750 hours and shall not reduce the total hours attended to less than 500 hours) with hours on their official transcript eligible to transfer to equal no more than 250 hours.
- There is a charge of \$30 for transfer consideration and \$30 for each placement test.
- Tuition would be equitably reduced by the number of hours transferred.



Our Program Objectives

The Professional Massage Therapy Diploma Program at Kneaded Energy School of Massage is designed to help the student to:

- Develop a strong foundation of knowledge, professionalism and hand-on techniques,
- Acquire a working knowledge of the structure, anatomy and physiology of the body that includes an understanding of all the body systems,
- Grow and mature in a professional manner that promotes confidence, knowledge, skill, and responsibility,
- Cultivate an understanding for how to create a safe, ethical and qualified practice of massage and bodywork therapy,
- Recognize and comprehend the serious aspects and dynamics of the client/therapist relationship and boundaries,
- Define career goals and develop working plans to assist in accomplishing those goals,
- Improve communication skills with colleagues, clients and professionals,
- Embody customer service beliefs and skills required in a service based industry,
- Learn basic theory in self-care and wellness,
- Make smart choices with regard to NC Law and Professional and Personal Ethics.



Our Curriculum

The 750-hour Professional Curriculum

North Carolina requires a minimum of 500 educational hours in training for massage and bodywork therapy.

We have hand-chosen a specific curriculum of 750 hours. The classes are sequentially organized to aid the student in overall understanding and knowledge. Each class builds on the knowledge gained in the previous class. The coursework is designed to introduce both factual and experiential content which make up an integrated learning experience. We believe both are necessary to maintain satisfactory academic progress.

We provide an educational experience that is both challenging and fun. The teaching format combines lecture, discussions, demonstration, and supervised massage practice. In the technique classes, all students will both give and receive hands-on work, this is a requirement.

TIME COMMITMENT outside of class and clinic is solely dependent upon you as a student learner.

- For some students it will require a couple, 2-3 hours a week of studying.
- For others, it will require 1 hour of study for every hour you are in class.
- For others, you will need to spend a lot of time studying. No one passes our program without disciplined study time.

We stress to the students to always read the chapter before class and take notes. While in class ask questions to clarify notes. Then make time to read the chapter again before testing. As the student, you must determine the amount of time needed to successfully complete. Every student will have to study to pass our program.



Course Descriptions

Orientation

ORN100-1 through ORN100-7, Orientation,

In this entry level course, we introduce the student to what they will learn, the depth of our curriculum, and our requirements and expectations of them as students in our program. We give them a self-reflective learning style quiz and discuss the results. We walk them through some studying aspects that may enhance their learning experience. We present and discuss the Student Handbook that includes our rules and regulations, and we give a tour of our campus. This preparatory coursework prepares the students for the program curriculum. We review of the tools of the trade, how to set up the equipment and dress the table, we watch a full body massage, and include the students in the demonstration and practice of draping techniques and body mechanics. We end this Orientation covering their Student File, Financial Contract and the NC BMBT PowerPoint on Moral Character.

Massage Therapy

MT101-1 through MT199-1, Introduction to Swedish Massage Therapy

This series of classes introduces the student to the foundations of Swedish Massage, beginning with the basic massage strokes. Kneaded Energy School of Massage students learn to a sequence to develop strong foundational habits and master time management. This introductory course supports and applies the philosophy of Unconditional Positive Regard toward the client that has been introduced in Professional Development class. This course culminates in a graded practicum that grants the student permission to advance into Student Clinic.

MT 201-1 through MT299, Practical Massage Therapy Techniques

This portion of our coursework is to teach practical, alternative theories that can be applied to Swedish Massage, deepening it's effect on the client and to advance the student's understanding of clinical needs assessment through practice and integration. Included in practice session the student is introduced to applying the concept of reviewing contraindications and documenting sessions.

- Chair Massage, this class provides instruction on how to safely use a Massage Chair, provide treatment and how to use the chair for marketing purposes.
- Ergonomic Alternatives, this class introduces the student to ergonomic alternatives for giving massage. We will demonstrate different tools the students can use to change the stress of massage on their body. Students will practice with chairs, rolling stools, yoga balls, forearms, knees, hand tools and will watch a demonstration of Ashiatsu massage.

Massage Therapy, continued

MT 201-1 through MT299, continued

- Side lying Alternatives, these classes introduce the student how to incorporate side lying massage techniques. Too often students only learn to massage the posterior and anterior aspects of the client. These classes teach a whole new protocol that can be added to any massage whether relaxation or therapeutic.
- Effective Massage on Fully Clothed Clients these classes challenge the student to apply what they've learned on a fully or partially clothed practice clients. Taking the basic massage therapy strokes and changing them to apply to clothes, sheets, or blankets and still create change.
- Prenatal Massage, these classes introduce safe prenatal practices, teaching indications and contraindications and applications for bolstering techniques.
- Spa Treatments and Hot Stone Massage this course covers hydrotherapy concepts, including Hot Stone massage. This course provides a basic understanding to introduce the students to the healing nature of water, and to teach them how to integrate the use of hydrotherapy into their practices, or for an employer when called upon, after the completion of the massage therapy program.
- Outcall Services this course helps the student understand other revenue means and how to safely present yourself as a mobile therapist.



MT 300 through MT399, Intermediate Massage Therapy Technique

By this point in the program students are ready to grasp more massage therapy concepts and apply them in the hands-on classroom. Our intermediate coursework arms the students with modalities required by the industry for greater employability. We start by teaching them safe prenatal techniques, introduce them to hydrotherapy, hot stone, and sports massage. Students are introduced to Fascial Train concepts and how they play into Posture and Gait Analysis and Assessment. Students begin to apply Posture and Gait assessment with classroom practice and integrate classes. Students will be given the opportunity to give and receive massage utilizing the Body Cushion System while applying more advanced situations and techniques. Included at this level is specific coursework on how to work with special populations. Included in practice session the student practices reviewing contraindications and documenting sessions.

- Visceral Massage, this class teaches the student how to address digestive issues with regards to abdominal massage, how to drape, and what considerations to address.
- Introduction to Aromatherapy, this course provides a basic understanding of Aromatherapy, its history, areas of specialty, safety, methods of use, and how it works throughout the body and its benefits it can deliver. We discuss research in the field, and an opportunity to experience some of the essential oils and carriers used in this modality.

Massage Therapy, continued

MT 300 through MT399, continued

- Introduction to Energywork, our energy work classes introduce our students to energy pathways, sound, crystals, and reflexology. We will bring sound, crystal and energy tools for the students to touch and experience.
- Introduction to Reflexology, our reflexology is based on Clair Marie Miller's teaching, instructing the student on how to use Reflexology inside our Scope of Practice. The practice class includes Aromatherapy practice.
- Eastern Philosophy, this course introduces the student to the elements, chakras, meridians, and acupressure points; giving them a sound understanding of how eastern practices are present in everyday massage therapy.
- Other Modalities, this class introduces the student to a variety of massage modalities that they might want to learn or specialize in upon graduations.
- Special Populations, this course introduces our students to applications that can be used on special populations that could include post-surgery treatments, cancer treatment clients, disabilities involving wheelchair, beds, prosthetics; and the mentally challenged.
- Cancer Care, this class helps the student understand the effects of massage on chemotherapy and radiation clients, special considerations, and expectations. The practice class presents with different cancer treatments to consider.
- Lymph Drainage Students learn more specifically about the lymph system and how to assist clients in search of lymph drainage whether that includes sleeves, wrapping, cosmetic - after surgery care.
- Self-Care, this class introduces smart practices that, if applied, will extend the life of a massage therapist. Tools, bands, balls, T-bars, Thera canes and toys are brought into the classroom and students are taken on a 2-1/2 hour guided session on stretching and self-massage.
- Mid-Course Assessment and Reflection



Massage Therapy, continued

MT400 through MT499 Advanced Massage Therapy Modalities

This coursework teaches students advanced, in depth, critical thinking techniques to be applied in conjunction with basic massage techniques. We train the student to see and document the obvious dysfunctions in a person's posture, stance and gait. Once they are introduced to the concepts, and can make the connections, they can begin to piece together applications from each class to formulate how to create and introduce change. Our students are challenged to think past the placement of pain and look to the cause and begin to document, test and measure treatment results and apply research techniques. Included in practice session the student practices reviewing contraindications and documenting more advanced sessions. This coursework includes our 81 hour, neuromuscular-based signature series called "Condition Specific", a course on pain management.

- Lecture Series, we begin our advanced training with a lecture series on Biomechanics, Trigger Points and Fascial Train concepts. We take the student to the next level of assessment testing and treatment planning. It is in these classes we begin teaching the student to critically see, analyze and document the obvious dysfunctions in a person's posture, stance, and gait. This first 13 hours are a **Prerequisite** to attend the remainder of the classes.
- Sports Massage, our sports massage class provides students with a basic overview of Sports Massage techniques, applications used in a practical setting and marketing suggestions.
- Deep Tissue, this course provides instruction on how to safely apply static pressure, to "isolate and wait", changing their intention to find the constricted areas in the muscle for added benefit to the client. The students learn to measure their pressure and learn to how to change and perfect their tools while applying direct pressure. We supervise body mechanics, the student's strengths, and body structure to guide them in applying safer, firmer pressure.
- Cupping this course gives the therapist another tool in their toolbelt to assist clients with chronic ischemic muscles from over training and/or repetitive motion.
- Condition Specific, provides a connection from theory to technique and basic training to know and understand how to deal with the specific everyday "Conditions" our clients present that often have an origin in soft tissue dysfunction, repetitive tasks, and injury. This course offers an advanced practical understanding of Kinesiology. This advanced course requires critical thinking to take all the knowledge learned from the MusculoSkeletal and Kinesiology class into the classroom and subsequent treatment room to create, implement and document a comprehensive treatment plan.

CL900, Student Clinic/Fieldwork

Student Clinic provides the students the opportunity to put into practice what they have learned in all the massage therapy coursework. In clinic, the student is our client. This has to be a good environment for them to learn and put it all together. The program starts with a 3-hour Pre-Clinic class. Students then practice 100 hours with the public, providing massage therapy in a supervised clinical setting. Students are encouraged to work at least 1 outside fieldwork event with the school but can finish all their clinic/fieldwork hours in the setting that best defines their ideal practice once they have graduated. Students sign up for clinic and fieldwork at their discretion, based on their schedule needs.

Prerequisite: Must keep a passing grade in MusculoSkeletal Science.

Sciences

KIN100-1 through KIN700-3, Kinesiology

This lecture course provides instruction on the gross skeletal and muscular organization of the human body and how it functions. We test periodically to measure your knowledge base.

KIN100Lab through KIN800Lab, Kinesiology Lab

This lab course provides activity assignments to cement the information for the student.

AP100-1 to AP500-3, Anatomy and Physiology

This course provides instruction on the organization and function of the human body and each system of the body as it relates to massage therapy. We test periodically to measure your success. AP/PATHLabs

These lab hours provides activity assignments to cement the information for the student.

Pathology Sciences.

This course provides instruction on the pathologies massage therapists need to be knowledgeable about and how our work effects these pathologies. We test periodically to measure your success.



Professional Development

PD100-1 through PD200-1, Professional Development

Our professional development coursework guides the student through the landscape of massage therapy and challenges them to mature and grow into professionals, ready to responsibly join the profession. We begin this coursework with a clinical behavior, starting with what it means to be present now and unconditional positive regard for our clients. We lead them through basic health and sanitation practices, indications and contraindications, and the psychological effects of massage therapy. We teach the students professional interactions with clients, how to execute client interviews, appropriate client communications, professional documentation, needs assessment and treatment planning. As our coursework comes to a close, we reenter Professional Development in our Student Synthesis and Clinical Synthesis to help the student make connections and draw conclusions on events and experiences that occurred in the program whether in class or clinic situations that may have changed or moved the students with regards to the healing powers of massage, boundaries, or the power differentials. At the end of this program series, we perform mock interviews and guide the students to critically think through scenarios. We end Professional Development assisting the student through the MBLEx and NCBMBT maze of license requirements. This class is closed with a discussion on CE requirements and license renewal.

EF220-1 through EF220-10, Ethical Foundations, formerly called Therapeutic Communications

This course covers all the Somatic Psychology requirements and introduces the students to how emotions and experiences can show up in the physical body. For many students this is the first place they learn how muscles can carry memories. Our Communications portion of this class is the initial pass in the curriculum that the students discuss concepts such as professional boundaries, client-therapist relationship, and positive communication.

BUS100-499, Basic Business and Marketing Principals

All of our students are encouraged to schedule one-on-one meetings with the instructors to develop an individualized plan for success after graduation. This coaching allows us to focus on what this one person wants to achieve through massage therapy and contribute to the industry. Introduction to Business, discusses options for massage settings and employment opportunities.

Basic Business Concepts covers accounting, budgeting, price structure, the cost of doing business, marketing and advertising concepts.

Advanced Business Practices, gives the student the opportunity to meet with practicing massage therapists, ask questions from a panel of industry leaders in the Triad.



ETH100-1 through ETH100-5, Ethics and NC Law

This course covers all the requirements pertaining to North Carolina Laws and Rules. We readdress therapist/client roles and boundaries and draw on actual clinical experiences to shed light on ethical concepts. We readdress power differentials, professional ethics and how to make smart decisions in the profession, in their practice and behind the closed door of their treatment rooms.

Graduation Requirements

GRAD200 through GRAD500, Graduation Requirements

These classes culminate in graduation. These include a Cumulative Mid Term, Cumulative Final Exam, MBLEx Practice Exam, Project Presentations and Artistic Celebration



21 NCAC 30.0626 NC BMBT Rules and Regulations: A student shall not receive a fee, tip or other consideration from the massage and bodywork therapy they perform while completing clinical requirements for graduation, whether or not the school charges a fee for services in a student clinic.

This includes tips, gratuities, trades, meals, gas, coffee, or anything else deemed by the board as compensation.

Other Requirements

Professional Bodywork Sessions

Students are required to receive and submit documentation and an evaluation of a minimum of four (4) professional bodywork sessions.

First Aid & CPR

Students are encouraged to obtain documentation of certification in Basic First Aid and Adult CPR. As a healthcare practitioner, you may inadvertently become a first responder.

Attendance and Missed Class Make-up Work

Attendance is mandatory. Students must meet minimum standards of attendance and must make up all missed class work, as stated in the Student Handbook.

In-Class Performance and Participation

Students are required to participate in classroom learning activities, such as: giving and receiving massage practice sessions, experiential exercises, and small-group discussions.



Admissions

Admission Policy

Admission to the Professional Massage Therapy Diploma Program is at the discretion of the Admissions Committee. Our ideal student is committed, self motivated, and disciplined. Class size is limited in order to provide quality instruction, training and personal interaction. Kneaded Energy School of Massage does not discriminate on the basis of sex, race, gender, age, sexual orientation, individuals with disabilities, religion or national origin.

The North Carolina law dictates that students must be proficient with the English language.

Admission Process

Prospective student shall meet the following requirements:

- Be 17 years old (18 for license), if you have parents support and approval,
- Provide proof of a High School transcripts, Diploma or equivalent,
- Be in good health and free of communicable diseases,
- Have the physical, mental and emotional resources necessary for the safe and effective practice of massage therapy,
- Be willing to make the necessary commitment to attend class, complete the required study material and complete all course requirements,
- Be willing to make the necessary financial commitment.
- Be able to demonstrate proficiency with the English language; reading, writing and conversational speaking.



If you meet the Admission requirements, then follow the 3 easy Admissions Steps:

Step 1: Check us out. Come to an Open House or Personal Interview and tour. You can also Call and ask us questions. OR, Schedule a Tour. We will begin the process of covering our educational objectives and curriculum, the academic and physical requirements of the program, existing employment opportunities in the field, the time and financial requirements of the program and state requirements for licensure.

Step 2: Submit the following to fulfill your application packet:

- A completed Application Form,
- A \$30 non-refundable application fee (applied toward deposit),
- A signed Student Enrollment Agreement,
- Request reference letters: three (3) letters of reference (non-family) work-related or professional in nature speaking to your integrity and work-ethic,
- An Educational Assessment that speaks to your experience as a student, and
- Provide a copy of high school transcripts, college transcripts or GED.

Step 3: Once accepted, pay your deposit so the school can plan and make arrangements for your attendance and then finish completing your admission packet.

- Submit proof of one (1) professional massage and bodywork session from a licensed provider.
- Follow up to submit all letters of reference.



Graduation Requirements —

Graduation Requirements

- Kneaded Energy School of Massage will grant a diploma to those students who satisfactorily complete all course requirements in the 750-hour program with passing grades of 80% or higher and pay all tuition and fees in full.
- We won't dismiss students for grades, but we will dismiss students for excessive absences, non-payment, and lack of good moral character.
- We can place a hold clinic hours and finals if the student is not passing sciences and is behind in payments.
- Our graduates become eligible to sit for the Massage and Bodywork Licensing Exam (MBLEX). Passing this exam entitles the graduate to apply for state licensure.
- Graduates are eligible for membership and Professional Liability Insurance with either the American Massage Therapy Association (AMTA) or Associated Massage and Bodywork Professionals, (ABMP).
- The North Carolina Massage and Bodywork Therapy Practice Act makes licensure a legal requirement. This license is administered by the North Carolina Board of Massage and Bodywork Therapy for the protection of the public. This board reviews qualifications, grants license, approves schools and oversees the professions in North Carolina. Licensure information can be obtained from the Board website at www.bmbt.org.



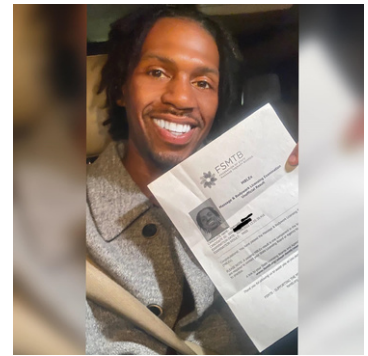
MBLEx - Massage and Bodywork Licensing Exam

The Federation of Massage Therapy Boards (FSMTB) governs and administers the Massage & Bodywork Licensing Examination (MBLEx). It serves the massage therapy and regulatory communities as the national entry-level licensure examination. Everyone licensed in North Carolina has to sit for this exam.

To ensure that the MBLEx reflects current practice, FSMTB conducts a Job Task Analysis (JTA) Survey every five to seven years. The JTA seeks input from massage and bodywork professionals across the United States. This data is then used to analyze and revise MBLEx content as deemed necessary by the profession, guided by psychometric professionals.

The MBLEx consists of 100 questions and is a fixed length 120 minute computer adaptive test (CAT).

Currently KESM has a pass rate of 85-100%.



State Licensure

Application to become a NC Licensed Massage and Bodywork Therapist requires:

- High school diploma or equivalent
- 18 years of age
- Graduation from a Board approved massage school
- Pass the MBLEx exam
- Is of good moral character
- Consents to a SBI/FBI background check and submits fingerprints
- Demonstrate proficiency with the English language.

*21 NCAC 30 .0630
(20): The North
Carolina Board of
Massage and
Bodywork Therapy
may deny a license
to practice massage
and bodywork if an
applicant has a
criminal record
or there is other
evidence that
indicates the
applicant lacks good
moral character.*

If you are a Virginia student, we can assist there as well, but basically all of these NC requirements will also be required for Virginia.

Currently there is not reciprocity amongst states. Your diploma and MBLEx score never have to be taken again but you will most likely need to apply to each state you plan to live in or work in.

Career Opportunities in Massage Therapy

This profession offers the practitioner a variety of career opportunities:

- For the student who feels called to change lives, massage therapy has the opportunity to impact every person you touch. The work can be both challenging and satisfying.
- For the student wanting to continue to college, massage therapy can provide a higher wage for your time.
- For the traveler at heart, the variety of employment settings can literally take you around the world experiencing different cultures. Consider the resorts, retreat centers, music festivals, healing centers, training camps, and cruise ships that employ massage therapists.
- For the 2-income family with children, massage therapy can provide you with a higher income possibility for security and flexibility in a part time or by appointment only job position.
- The self-motivated, dedicated hard worker, massage therapy can become a very lucrative side hustle.
- For the entrepreneur at heart, running a private practice, small business, a healing center or a franchise, you can find a lot of opportunity and fulfillment.
- For the writer at heart, there are plenty of avenues to write about massage therapy.
- For the person looking for a new job and steady work.
- For the person wanting to be "on screen", turn your massage practice into a social media sensation and educate the public about massage.
- For the experienced marketer, find a venue that allows you to market and do massage, or market for massage.
- For the person born to teach, after completing your massage program, you can begin down the path to fulfill the requirements to teach massage.
- For the professional healthcare provider, we'll help you determine how to plug massage therapy into what it is you already do.
- For the person with manufacturing experience, find the massage product that needs to be designed for the industry and marry the two industries.
- Each of our students come to our program with talents and life experiences unique to them. Our students also have dreams. We encourage anyone to blend massage therapy into what you already do or know and create your own special twist to massage therapy.



Educational Investment —

Kneaded Energy School of Massage 750 hour
Professional Massage Therapy Diploma Program

COST of Education

Tuition \$9400

- Includes 1 student notebook (\$50 value),
- t-shirt (\$30 value), and non-refundable Application Fee \$30

Required Supplies, approximate costs

- Textbooks \$400 (required but some can be used)
- Solid Burgundy Scrubs, required \$24/set (required)
- Linens, 5 set minimum, required \$20/set (required)

Required Related Requirements, approximate cost

- 4 professional Massage Therapy sessions \$100-160 (required)

EST EDUCATIONAL INVESTMENT \$9892

Prices Subject to Change

Investment is less than \$14.00 per hour

Our school does not offer Federal Financial Aid, but you can apply for a school loan through Lumion.

- We do offer a pre-approved student loan with a \$1000 deposit with payments over 24 months at 6% interest (\$530 approx.) for a 1 year program or payments over 36 months for a 2 year part time program.
- If you choose to pay your tuition in full while enrolled, you will not be charged the 6% interest.
- We also offer a \$500 cash discount on tuition if you pay the tuition in full the first week of class. (\$8900) (\$500 savings, plus \$530 in interest)

Costs to get into the Profession

- Massage and Bodywork Exam (MBLEx) \$265 one time
- Request Application \$20 one time
- NC Board of Massage license \$150, renew every 2 years \$100
- Background Check \$40 one time
- Fingerprints \$10 one time
- Passport photos \$10 one time
- Professional Liability, Malpractice Insurance \$199 annually

Payment Options

- **Pay in full.** Deposit (\$1000) at enrollment, balance the first week of class for a discounted total tuition of \$8900. No interest, no late fees. Receive diploma at graduation.
- **Monthly payments.** Deposit (\$1000) at enrollment, equal monthly payments, no interest, pay in full by graduation, receive diploma. Missed or late payments \$20 fee. Missed payments 6% interest is added. Diploma is received after full payment.
- **Quarterly payments.** Deposit (\$1000) at enrollment, 4 equal payments, no interest, pay in full by graduation, receive diploma. Missed or late payments \$20 late fee. Missed payments 6% interest is added. Diploma is received after full payment.
- **Financed.** Deposit (\$1000) at enrollment, equal payments for 2 years at 6% interest. If payments are consistent, receive diploma at graduation and continue payments. If payments fall behind, contract is void and balance is due by finals week or finals will be held for payment. Diploma is received after payment. Missed or late payments \$20 late fee.
- **Financed.** If you qualify for funding through GI Bill, Vocational Rehab, Services for the Blind or other organizations, you will still be expected to sign a contract agreeing to Co-Sign financial responsibility.

Payments can be made with check, cash, credit or debit cards.

Refund Policy

- The school will make a 100% refund, excluding application fee if a student officially cancels within the first 72 hours after signing the enrollment contract and classes begin.
- Canceling after 72 hours of signing the enrollment agreement, but before classes begin, the school will
- retain the deposit and cost of books if we supplied them.
- Termination after the first week of class, but prior to the office 10% point of the program, the school will
- refund fees paid, less \$2080.
- After reaching the 10% point of the program no refund will be issued.
- Students who are making monthly payments and decide to terminate after passing the 10% point are required and expected to pay in full.



Student Conduct

While you are on KESM's property or at a Kneaded Energy School of Massage event, you may not act in any way that negatively affects the schools' educational objectives, is illegal or is against the rules and regulations of the school or NC Board of Massage and Bodywork Therapy or you will be subject to disciplinary action. Standard of conduct policies include but are NOT limited to those listed below.

- As a student, you will be expected to:
- Act professional, dress professional, be professional,
- Be respectful of other students, faculty, administration, and student clinic clients,
- Practice confidentiality about other students and student clinic clients,
- Practice Unconditional Positive Regard to other students and student clinic clients.
- Make your contractual payments.

The above list should cover all behavior, *but just in case*, let us document that as a student, you cannot:

- Be dishonest and/or disrespectful,
- Steal, misuse, or damage school property, you will be held responsible to replace the property at your expense,
- Steal, lie, cheat, or plagiarize while completing academic requirements,
- Occupy or seize school property or facility,
- Have, make, distribute, sell or be under the influence of alcohol or any substance on school property or at any school event,
- Be physically or verbally lewd or indecent.
- Assault, threaten or harass anyone on school property or at supervised event,
- Sexually harass a student, employee, or client,
- Obstruct or disrupt study, teaching, research, administration, or disciplinary proceedings,
- Participate in or hold an assembly, demonstration or gathering that threatens or causes injury to anyone or anything that interferes with access to school facilities,
- Have, use, sell or distribute weapons of any kind,
- Issue a bomb threat, set off a fire alarm or tamper with safety equipment, except in an emergency,
- Smoke in your scrubs or use other forms of tobacco in school building, on school property, in front of the school building or within 25 ft from any school door,
- Forge, alter or misuse school documents or records,
- Fail to follow instruction of school employees who are performing their duties,
- Violate the terms of a disciplinary action,
- Fail to pay school fees, fines, loans, payments or write a bad check to the school,
- Violate local, state, or federal criminal law on the school property,
- Behave in a way that conflicts with the safety of others,
- Steal or misuse computer time,
- Bring pets or other animals onto the campus.





***Like a tree, you are either growing
or dying....we hope you'll choose growing!***

This 2023-2025 catalog and its contents are subject to change without notice. The school retains the right to change requirements, curriculum, regulations and fees at any time. Provisions contained herein supersede all of those previously published and do not constitute an irrevocable contract between the student and the school. Policy changes made after the publication of this catalog will be on file in the office of the Program Director.