



School Catalog July 2024

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Administration Hours of Operation: Monday thru Friday 10am –4:00pm



Valori Institute of Massage is licensed to operate by the Arizona State Board
for Private Postsecondary Education

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ABOUT US

At Valori Institute of Massage, we are guided principles of the meaning of our name:

Verb

valori

1. to be worth as much as
2. to be valuable
3. to be valid

Massage therapy is a valid and respected healing modality for chronic pain, rehabilitation of soft tissue injuries, stress reduction which reduces the negative effects of stress on the body and mind, and improves the immune system, along with other various benefits.

Valori offers a 700-hour program that has been designed to give our graduates a solid foundation with which to begin their new careers. Our curriculum provides in person class room learning three days a week, on campus, as well as online learning with instructor support. This blended delivery allows you as a student to complete your program with greater flexibility so that you can arrange some of your course work around your responsibilities. The practicum portion of our program will allow you to learn fundamentals skills in a real-world environment, which provide you with a smooth transition into your career when you become licensed and ready to work in the industry.

Our program is worth the time you invest into it, and will provide you with a valuable and fulfilling new career.

Our instructors are therapists that have successfully practiced and/or are currently practicing in the field and have a passion for their work, they are excited to instruct the next generation of skilled massage therapists!

During the course of our program, you will learn to develop your own natural talent, practice how to work from your heart and/or with intention in order to provide a well-rounded treatment to your clients. A successful therapist listens to their clients, is able to impart an air of confidence and deliver a treatment that keeps people coming back. You will learn the Art and the Science of massage therapy. The Art of massage is to come from a place of awareness of the client, the client's needs, and to approach each body with compassion and mindfulness and you will use the Science that you learn as you develop your unique style.

Mission Statement

Our mission statement is to provide our students with a solid foundation in the Art and Science of massage therapy and inspire them to embody their own unique style.

History of Valori Institute of Massage

The founder of Valori has been in the massage industry for almost four decades and for the second time has responded to the markets need for skillful, professional and quality Massage Therapists. The first school that Shelene Taylor opened was in 2004, but as time went on, she chose to pursue opening more locations. As the largest school in Arizona was closed in 2019 and with the advent of hybrid massage therapy schools Shelene has launched VIM. With small class sizes and with four clinics for real time, real client's clinical training our graduates will receive training that will allow them to start their first career or pivot to a career that brings them great satisfaction and with a solid foundation of skills.

Facilities & Institutional Headquarters

Institutional Headquarters:

1537 N Wilmot Rd Tucson AZ 85712
520-382-8888 phone 520-885-5015 Fax

The Valori Institute of Massage main location:

1527 N Wilmot Rd Tucson AZ 85712

Additional Auxiliary sites is located at:

6446 N Oracle Rd Tucson AZ 85704
10580 N La Canada Dr #100 Oro Valley AZ 85712
718 W Calle Arroyo Sur Sahuarita AZ 85614
1531 N Wilmot Rd Tucson AZ 85712

The school's administrative offices and instructional space are located at the addresses listed above. The instructional space can accommodate up to 14 students at a time in our main location. The main location has 4 computers and a library students can use. The physical facilities with respect to fire safety, hygiene, floor space, ventilation, heat, and light are conducive to health and safety, and confirm to all governmental codes.

School Board of Directors

The school board consists of active industry experts, with decades of experience in the field and in business.

Shelene Taylor

Shelene Taylor has been involved in the massage therapy industry since 1984. She is the founder/owner of two professional spa brands in Arizona with a total of 6 locations. She also founded and operated a massage college in the State of Arizona in 2004 and is an active business consultant and certified business coach. Shelene has provided business courses to AMTA and ABMP members via webinar, as well as live courses at the One Concept Conferences across the country. She is an author and former featured writer for Massage Magazine. Her companies have won numerous awards in the categories of Best in the City, Best Place to Work and Arizona Companies to Watch. In 2018 Shelene was honored by receiving the Distinguished Citizen Award for her work with a local charity as the Chairman. Shelene is the founder and CEO of Valori Institute of Massage.

Charlotte O'Shea

Charlotte O'Shea current role is General Manager of Operations. She started with Rubs as a store manager with a heightened appreciation in training. Char has held positions such as, Classroom Facilitator, Certified Coach & Mentor, District Manager and have held several Training positions for both Global and small owned Businesses in Chicago: and now in Tucson. She has trained staff from beginning stages of employment up to Executive levels. This was successfully done not by simple compliance but committing. Committing to every person receiving a great educational learning experience that placed them on their chosen path

Jessica DeWeese

Jessica DeWeese has been in the massage therapy industry for 20 years, holding different roles. She is currently the Valori School Director and Director of Compliance. She has been on several charity boards in varying position including: Chair, Secretary, Treasure, and Community Outreach. Registered 500- hour

yoga teacher.

Our program advisory committee meets yearly in June. Additionally, meeting may be scheduled as needed, to best support the school and students. It consists of 3 board members and 2 massage industry experts.

Actions taken from student and faculty Course Evaluations. Any negative feedback items about the curriculum and/or overall school experience for the students and the corrective action taken. Items addressed in the Faculty & Student Course Reviews include facility, equipment, supply appropriateness, curriculum feedback, books and resources feedback, career readiness, MBLEx Test readiness, and student services (licensing assistance, job placement).

Student pass and placement rates. These figures will include the pass rate of all enrolled students of the program they enrolled in, the pass rate of all enrolled students of the MBLEx National, and the successful job placement rate for all successful graduates.

Updates on program enhancement and/or new program development. The school will always be looking for new programs that fit our educational mission in high-demand health, wellness and fitness industries. Updates about new program development and guidance from the Board will be instrumental in the continuous program and school innovation and growth.

Report on Administrative staffing. As the school continues to grow and add more programs and students, we need to grow and maintain an administrative staff to assure the understanding of and identification with goals and mission of the school and its programs. Specifically, we will need to grow the staff to have effective operational management through sound business practices to ensure adequate individual attention is being paid to students through enrollment to placement assistance. We will look at Faculty and Student responses on Course Feedback forms and the recommendations from the program advisory committee to determine if we need to add administrative staff.

School Administration

Owner/CEO

Shelene Taylor

School Director, Director of Compliance and Registrar

Jessica DeWeese

Human Resources

Charlotte O'Shea

Administration & Recruitment

Karina Levy

Auxiliary Site Supervisor

Natalia Chappotin- Oracle

Melissa Yunger -Oro Valley

Michelle Ramos- Sahuarita

Ashley Kent- Wilmot

Faculty

Karina Levy, LMT

Laura Yates, LMT

Angelica Alcalá LMT Oracle

Matt Jones LMT Oro Valley

Robert Kane LMT Sahuarita

Stephanie Smith LMT-Wilmot

Professional Memberships

We are proud members of the following professional organizations that help promote and oversee the massage therapy industry:

AMTA - American Massage Therapy Association - <https://www.amtamassage.org/>

USOLMT- United States Organization of Licensed Massage Therapists <https://usolmt.com>

ADMISSIONS POLICY AND ENTRANCE REQUIREMENTS

Eligibility

- Must be at least 18 years of age
- Has achieved a minimum of a High School Diploma or Equivalent (GED), or passed the Ability to Benefit exam
- Eligible to receive a Level One Fingerprint Clearance Card from DPS
- If English is not your native language you must take and pass an English proficiency examination with either TOEFL or TOEIC.
- Within the past five years, has not have voluntarily surrendered a license under section 32-4254 or not have had a license to practice massage therapy or another similar license revoked by a political subdivision of this state or a regulatory agency in another jurisdiction in the United States for an act that occurred in that jurisdiction and that would be subject to discipline pursuant to this chapter.
- Not currently under investigation, suspension or restriction by a political subdivision of this state or a regulatory agency in another jurisdiction in the United States for an act that occurred in that jurisdiction and that would be subject to discipline pursuant to this chapter. (If the applicant is under investigation by a regulatory agency in another jurisdiction, the board shall suspend the application process and may not issue or deny a license to the applicant until the investigation is resolved).
- Not currently incarcerated in a local, state or federal penal institution or on community supervision.
- Within five years preceding the date of the school application, has not been convicted of:
 - (a) A class 1, 2 or 3 felony.
 - (b) A class 4, 5 or 6 felony offense involving moral turpitude that has a reasonable relationship to the practice of massage therapy.
 - (c) A misdemeanor involving prostitution or solicitation or other similar offense involving moral turpitude that has a reasonable relationship to the practice of massage therapy.
 - (d) Convicted of an act involving dishonesty, fraud, misrepresentation or gross negligence.

Transfer students from other vocational technical schools are eligible to apply and must include a current official copy of the school transcript in attendance, as well as a letter of reference from a current school administrator.

Application Process

- Complete our Student Application
- Attend an interview with a school official either in person or via Zoom.
- Complete an on-site tour.
- Student emailed a copy of current catalog.

Application Review and Acceptance Process

- A student application will be evaluated and approved or denied based on the merits of the application, and confirmation that all required criteria is met. Students will be notified of acceptance status via email and/or a phone call.
- Reference Letter- preferred
- Copy of High School Diploma, GED, Ability to Benefit Exam
- Copy of TOEFL or TOEIC, if English is not your native language
- Copy of ID
- Completion of Enrollment Agreement and any Financing Documentation, if needed.

PROGRAM OFFERED:

Massage Therapy Certificate Program (700 clock-hours)

This state-of-the-art program is delivered through a blended curriculum, capturing the best of both instructor supervised online course experiences and instructor-based classroom experiences. Comprehensive bioscience and theory courses provide students with the necessary knowledge to apply to the direct hands-on massage techniques that are studied. The faculty instructing this program consists of veteran therapists and educators who have a passion to share this exciting body of work. The instructor-to-student ratio is 14 to 1.

Upon successfully completing this 700-hour course, you will be eligible to take the MBLEx National Exam and apply for state licensure.

Course Number	Online Courses 302 Clock-hours	Hours	
SELF100	Selfcare for Massage Therapist	6	Clock-hours
APP101	Anatomy, Physiology plus Pathology	135	Clock-hours
THE102	Theory of Massage	30	Clock-hours
HYD103	Hydrotherapy	6	Clock-hours
KIN104	Kinesiology Musculoskeletal Applications	28	Clock-hours
KIN105	Kinesiology The Study of Human Motion	42	Clock-hours
BUS106	Business of Massage Therapy	30	Clock-hours
ETH107	Ethics in Massage Therapy	25	Clock-hours
Course Number	In Person Courses 398 clocks-hours	Hours	
SWD200	Swedish Massage	120	Clock-hours
TP201	Trigger Point Massage	44	Clock-hours
MYO203	Myofascial Massage	32	Clock-hours

KIN204	Kinesiology Musculoskeletal Palpation	12	Clock-hours
REF205	Reflexology	24	Clock-hours
SLM206	Side-lying Massage	12	Clock-hours
BM207	Body Mechanics	4	Clock-hours
CP208	Clinical Practicum	150	Clock-hours
TOTAL PROGRAM HOURS		700	Clock-hours

[Online Course Descriptions:](#)

SELF100 Self-care for Massage Therapist: (6 clock-hours) Prerequisite: None

This class will teach you all about self-care and its importance. You will learn to define and describe a wellness model and identify the scope of practice of massage and bodywork in relation to that model. You will learn how to identify various stress reduction techniques and their benefits, as well as identify the physiological and psychological effects of stress. This class will teach you to identify and describe the effect of physical fitness and lifestyle habits on the performance of massage and bodywork techniques. You will learn the effect of centering, focusing, grounding, and breathing on the performance of massage and techniques. The purpose of massage therapist self-care is to protect yourself physically and emotionally in order to enable you to continue practicing without developing emotional stress, physical discomfort, or injury.

THE102 Theory of Massage: (30 clock-hours) Prerequisite: SELF100

This class will guide you through identifying and describing the physiological effects of touch and specific massage or bodywork techniques. You will also identify and describe potential emotional effects of touch and specific massage or bodywork techniques. You will learn strategies to effectively deal with emotional and behavioral client responses to massage therapy treatments. This class will describe the history of massage therapy and bodywork. You will identify the role of professional associations for massage therapists and bodyworkers. This class will show you how to identify sources of published research literature on therapeutic massage and bodywork and share published research to support the field of massage therapist and bodywork.

APP101 Anatomy, Physiology plus Pathology: (135 clock-hours) Prerequisite: THE102

An excellent knowledge of Anatomy and Physiology will allow you to see beneath your hands and understand the effects of your massage techniques. Pathology is important for having a clear understanding of what goes on in the human body. In this class, you will identify and describe the anatomical organization and general physiological principles of the human body. For all systems of the body, you will identify, locate, and describe the structures (anatomy), functions (physiology), and pathologies commonly encountered in the practice of massage therapy and bodywork. This is important because as a massage therapist, you want to help someone, and you also want to be sure to do no harm related to one's pathology and body system.

HYD103 Hydrotherapy: (6 clock-hours) Prerequisite: APP101

Hydrotherapy refers to using water as therapy in any form. Hydrotherapy can help reduce pain, relax muscles, increase blood flow, and more. In this class, you will describe various hydrotherapy techniques, identify contraindications, precautions, and sanitation, identify the physiological principles and mechanisms involved in the effects of hydrotherapy. You will also learn how to incorporate hydrotherapy into a massage session and create a home care routine for your clients.

KIN104 Kinesiology Musculoskeletal Applications: (28 clock-hours) Prerequisite: APP101; Taught concurrent with KIN204

In this course, you will be able to describe the relationship between the structural contours and underlying musculoskeletal structures, as well as the texture, thickness, and mobility of the skin and fascial structures in each region of the body. You will also be able to name and locate the bones, bony landmarks, and joints for each region of the body, and describe the connections between them and the soft tissues of the region. This class will also cover how to list and demonstrate the action(s) of each muscle and name and locate major joint structures. Name and locate the major nerves, blood vessels, and lymph nodes that therapists must be cautious of when palpating each body region.

KIN105 Kinesiology: The Study of Human Motion: (42 hours) Prerequisite: KIN104

This class covers basic kinesiology principles as they apply to musculoskeletal anatomy and neuromuscular physiology. It emphasizes practical applications for hands-on practice, biomechanics applications for activities of daily living, and whole-body patterns in posture and in step.

BUS106 Business of Massage Therapy: (30 clock-hours) Prerequisite: KIN105 taught concurrent ETH107

The ability to self-promote is important. Being able to promote your work to attract new clients will help you become more successful. This class will help you to identify common business practices and structures in massage therapy and bodywork practice; Identify and design effective methods for time management, client scheduling, and maintenance of the work environment. You will learn the basic aspects of legal agreements, contracts, employment agreements, and professional insurance. How to identify basic principles of accounting and bookkeeping suitable for various business structures. You will learn all the legal requirements as they pertain to massage therapy and bodywork. You will learn how to demonstrate knowledge of ADA requirements and their implication for massage therapy and bodywork practice. This class will take you through developing and maintaining a client base, professional referrals, and how to communicate effectively in relation to. You will learn how to create a business plan and all the areas associated, including marketing. You will learn about insurance and confidentiality principles including HIPAA compliance.

ETH107 Ethics in Massage Therapy: (25 hours) Prerequisite: KIN105 taught concurrent BUS106

Ethical standards are at the center of building trust with your clients and creating and maintaining a therapeutic environment that is beneficial for both you and your clients. This class will teach you the importance of professional boundaries, personal and professional relationships, qualities, and characteristics of boundaries. You will learn cultural differences related to boundaries issues, transference, and countertransference. This class will teach you how to identify and describe the purpose of a code of ethics, identify and describe the purpose of Standards of Practice specific to massage therapy and bodywork, and identify common ethical situations in massage therapy and bodywork. You will learn how to describe processes that will effectively resolve ethical issues and demonstrate the knowledge of ADA requirements.

[In Person Course Descriptions:](#)

SWD200 Swedish Massage: (120 clock-hours) Prerequisite: None

The skills acquired in this course are the foundation on which all subsequent hands-on coursework is based. You will learn the seven strokes that comprise Swedish Massage: Effleurage (long strokes), Petrissage (kneading), Friction, Tapotement (percussion), Vibration, touch without movement, and joint movements. You will identify specific contraindications and precautions to touch. Additionally, you will learn healthcare and bodywork terminology as it pertains to massage and completing SOAP notes. Proper draping, sanitizing, and personal hygiene will also be taught. Swedish Massage can provide a deep level of relaxation, stress reduction, and can also help alleviate daily aches and pains.

REF205 Reflexology: (24 clock-hours) Prerequisite: SWD200

Reflexology explores the history and philosophy of Reflexology and demonstrates the Reflexology patterns on the feet. This course will allow you to study the history and theory of Reflexology. It will cover the contraindications, techniques, body mechanics, and equipment setup. It will also cover the positioning of the client. Reflexology is designed to encourage the body's innate healing forces and to help normalize body functions; by applying pressure to specific points and patterns on the feet, it stimulates corresponding areas in other parts of the body. The application of Reflexology gives the practitioner a way to incorporate the techniques into a Swedish Massage.

MYO203 Myofascial Massage: (32 clock-hours) Prerequisite: REF205

This class is designed to teach you to understand, and use, myofascial techniques in treatments. Myofascial massage addresses the body's fascial anatomy with the intent to release restrictions in superficial fascia, deep fascia surrounding muscles, and fascia related to body alignment in order to facilitate release and optimize movement. You will learn how to describe the physiology of fascia and identify local and general contraindications for myofascial massage. In this course, you will demonstrate the proper use of body mechanics, discuss, and demonstrate myofascial techniques and mobilization.

KIN204 Kinesiology Musculoskeletal Palpation: (12 clock-hours) Prerequisite: MYO203; taught concurrent with TP201 and KIN104

This hands-on portion of the Kinesiology course ensures that you have mastered the palpation skills that this hybrid course teaches. You will learn how to palpate major joint structures, including ligaments and bursae, that are common sites of pain and injury. In this course, you will learn how to palpate each muscle from origin to insertion, feeling and describing its overall shape, edges, and other fiber directions. You will observe the surface anatomy of the body and confidently explore the skin and fascial structures of the body; then palpate the bones and bony landmarks of each body region while exploring the connections between them and the soft tissue. The field of Kinesiology focuses on the scientific study of human movement and how physical activity can affect one's life.

TP201 Trigger Point Massage: (44 clock-hours) Prerequisite: MYO203; taught concurrent with KIN204

In this class, you will learn how to examine and treat muscles and attachments in layers, beginning with the superficial muscles and connective tissues then, moving to the deeper ligaments and deeper tissue areas. You will demonstrate locating, palpating, and deactivating trigger points throughout the body. As well, demonstrate anatomy knowledge of musculoskeletal system in relationship to trigger point locations. You will discuss and practice deactivation techniques. Trigger point therapy is a treatment that helps release tense painful knots in your muscle and fascia.

SLM206 Side-lying Massage: (12 clock-hours) Prerequisite: TP201

This class teaches you how to work on clients using the sideline position. You will learn the sideline sequence, bolstering, draping, body mechanics, and setup. An effective technique that allows a therapist access to the musculoskeletal system in a unique way, all are unique focuses of this class. You will learn to use the sideline position during a therapy session that will allow for more area-specific therapy to be accomplished and provide deep release to a client's holding patterns of stress and/or injury.

BM207 Body Mechanics: (4 clock-hours) Prerequisite: SLM206

This class builds on what you have learned in the Swedish course. It's designed to solidify correct body mechanics. You will learn how to demonstrate safe and effective use of equipment and supplies. You will demonstrate strategies to prevent self-injury and enhance the efficacy of techniques through the use of proper body mechanics, centering, focusing, and breathing for the safe and effective performance of massage. Identify and demonstrate biomechanical skills necessary for the safe and effective performance of massage and bodywork techniques. Excellent body mechanics will support you in delivering effective and efficient massage services. It will also reduce the impact on your body, as a therapist, while you are working.

CP208 Clinical Practicum: (150 clock-hours) Prerequisite: SWD200

Clinicals are designed as an educational experience for massage students. During this time, you will be supervised and in a learning environment. Clinicals offer opportunities to apply the skills that are learned in the classroom and during online study. In this portion of the program, you will experience live clients and will be assigned an onsite massage licensed instructor. You will practice different techniques learned based on the clients' needs. You will also practice using SOAP notes for every session.

Program Success

The institution will evaluate the quality of the programs of instruction on a continual basis. There will be several ways in which we will assess the programs:

- **Student & Faculty Course Reviews** – In accordance with our official Roles and Responsibilities (outlined above), the Faculty, Chief Education Officer, and Chief Executive Officer will meet yearly to review all Student and Faculty Course Reviews. All aspects of the course that were deemed below excellent will be documented, with remedies identified to be implemented by the next course start date.
- **Student pass and placement rates.** These figures will include the pass rate of all enrolled students in the program they enrolled in, the pass rate of all enrolled students of the MBLEx National Exam (if applicable), and the successful job placement rate for all successful graduates. We will monitor these rates to ensure we are maintaining the highest possible percentage and that those rates are increasing or staying the same, not decreasing. This will be done on an annual basis in conjunction with the prescribed Board Meetings

PROGRAM COSTS & CALENDAR

Massage Therapy Certificate Program (700 clock-hours)

This course offers 700 clock-hours of vocational education, and upon completion, the credential awarded is a Certificate of Completion with an Official Student Transcript, which complies with the educational requirements of the Arizona State Board of Massage Therapy in order to obtain a Massage Therapy License for professional practice.

This hybrid program is a blended delivery of both online and classroom learning. It has set start and end dates designed to be completed within 8 months. Each course has weekly learning plans. The online course assignments are due every Sunday; they may be completed at your convenience during the week. Online content is delivered through a state-of-the-art Learning Management System available on any device and at any time. In-person instruction is delivered in the classroom as outlined in the schedule below. This program is measured in clock-hours. A clock-hour is 60 minutes with a 10-minute break.

Classroom Instruction Schedule: The most updated schedules are maintained online at www.Valoried.com

Tuition & Costs:

- Tuition - \$2,999
- Required Texts, Resources, and Supplies - \$308 Non-refundable after class starts
- (Non-refundable after the 3-day cancellation period) Enrollment fee-\$50
- **TOTAL - \$3,357**

Current AZ Fees to become a License Massage Therapist (Fees may change without notice)

- MBLEx Exam \$265
- AZ Massage Board Application \$219.50
- Non-IVP Level One Fingerprint Clearance Card \$69

Payment Options

1. Full payment of \$2,399. *This includes a \$600 OFF discount for paying in full.*

2. Three Payment Plan

Our Payment Plan is three payments of \$999.67. If you leave the program before completing, the published Refund Policy will be followed.

3. Seven Payment Plan

Our Payment Plan is three payments of \$428.43. If you leave the program before completing, the published Refund Policy will be followed.

Forms of Payment

We accept all major credit or debit cards, checks, money orders or cash.

Financial Assistance

Employer Scholarships/Tuition Reimbursement:

Valori works with employers in Arizona who may provide scholarships or tuition reimbursements to our students, contingent upon them working for them once they become licensed. These vary by employer and are not guaranteed to any of our students and subject to change. In order to qualify for these the student must interview with the employer and each scholarship is an agreement between the student and the employer. Valori does not offer these scholarships and they are exclusively between the student and the employer.

VIM does not participate in the federal student aid program.

CANCELLATION & REFUND POLICY

If for any reason an applicant is not accepted by the school, the applicant is entitled to a refund of all monies paid.

Three-Day Cancellation: An applicant who provides written notice of cancellation within three days (excluding Saturday, Sunday and federal and state holidays) of signing an enrollment agreement is entitled to a refund of all monies paid. No later than 30 days of receiving the notice of cancellation, the school shall provide the 100% refund.

Other Cancellations: An applicant requesting cancellation more than three days after signing an enrollment agreement and making an initial payment, but prior to entering the school, is entitled to a refund of all monies paid, less an administration/cancellation fee of \$50.

Refund after the commencement of classes:

1. Procedure for withdrawal/withdrawal date:
 - A. A student choosing to withdraw from the school after the commencement of classes is to provide written notice to the Director of the school. The notice is to indicate the expected last date of attendance and be signed and dated by the student.
 - B. For a student who is on authorized Leave of Absence (LOA), the withdraw date is the date the student was scheduled to return from the LOA and failed to do so.
 - C. A student will be determined to be withdrawn from the institution if the student has not attended or completed work for 14 days.
 - D. All refunds will be issued within 30 days of the determination of the withdrawal date.

2. Tuition charges/refunds:
 - A. Before the beginning of classes, the student is entitled to a refund of 100% of the tuition. The administrative/cancellation fee of \$50 will be deducted after the tuition refund calculation.
 - B. After the commencement of classes, the paid tuition refund amount shall be determined as follows:

% of the clock hours attempted:	Tuition refund amount:
10% or less	90%
More than 10% and less than or equal to 20%	80%
More than 20% and less than or equal to 30%	70%
More than 30% and less than or equal to 40%	60%
More than 40% and less than or equal to 50%	50%
More than 50%	No Refund is required

The percentage of the clock hours attempted is determined by dividing the total number of clock hours elapsed from the student’s start date to the student’s last day of attendance, by the total number of clock hours in the program.

After the completion of the refund calculation, the school will deduct the administrative cancellation fee of \$50.

Books, supplies and resources: The Required Texts, Resources, and Supplies fee of \$308 is non-refundable after the start date.

Refunds will be issued within 30 days of the date of student notification, or date of school determination (withdrawn due to absences or other criteria as specified in the school catalog), or in the case of a student not returning from an authorized Leave of Absence (LOA), within 30 days of the date the student was scheduled to return from the LOA and did not return.

PROGRAM / COURSE CANCELLATION

In the event that a program of course is cancelled by the school prior to the commencement of the program, all monies received by the school for program deposits, tuition payments, and supplies will be refunded to the student applicant.

TRANSFER POLICY

Transfer of Existing Credits to VIM

Students who wish to transfer in existing credits completed previously must submit transcripts directly from that institution, accompanied with the school catalog. Any course hours transferred in will be credited towards the equivalent course in our program if they are determined to meet the standards set forth by VIM and all final credit determinations will be made by the School Director’s at their sole discretion.

In order to be considered for transfer credit, the courses previously taken must meet the following minimum standards:

- All courses must be from a state approved post-secondary school.

- The student must have achieved a minimum of a 70%, “Pass”, “Satisfactory” or equivalent to be given credit. There will be no partial credit given for incomplete classes at another institution, all courses must be complete with a grade in order to be considered.
- Courses that can be considered for transfer are Anatomy and Physiology with Pathology, Kinesiology, Theory, Business and Ethics. Swedish Massage would require a hands on test out.
- No more than 45% (315) of total 700 hours will be excepted.

VIM will apply a proportionate discount to the % of clock hours accepted vs. the 700-hour total program. For example, if you transfer in 15% of the hours (105 hours), you will receive a 15% discount off of the full program tuition.

Transfer of Existing Credits from VIM

Credits earned at VIM are transferable to another institution at the sole discretion of the accepting institution.

Credit for Life / Work Experience

VIM does not grant credit for life or work experience.

CAREER & SUPPORT SERVICES

Student Academic Support Services

The availability of academic support services includes tutoring, student services, personal advising, and student’s academic progress bi-weekly. Should a student be found in academic danger a meeting with the student, instructor and director will happen to implement an action plan.

Student Services: Career Advising and Placement Services

While Valori does not guarantee placement for employment, we do provide career advising for entry-level employment opportunities.

Requirements for Graduates to Practice Massage Therapy

In order to practice massage therapy professionally in Arizona, graduates of our 700-hour Massage Therapy Certification Program are required to successfully complete the program and pass the MBLEX Exam. You must possess a valid Level One Clearance Card from DPS. Any questions regarding AZ licensing requirements you can contact. Arizona State Board of Massage Therapy info@massageboard.az.gov. All other states vary in their respective licensing regulations and should be referenced with the states in question. Our admission representatives are also available to assist you with planning your education for successful compliance with the state(s) you intend to become licensed.

Disclosure Statement – Out of State Licensure

This program might not comply with licensure requirements regarding the number of hours required to practice in all states. It is the responsibility of the student to make sure the hours offered in this program will satisfy his or her own city and/or state licensure requirements. Licensure requirements are considered on a state-by-state basis; therefore, students who anticipate working in states other than Arizona must assume the responsibility of inquiring with each individual state regulatory agencies

or contact AMTA. Additionally, local municipal ordinances may apply in the absence of state law

Faculty Accessibility for Academic and/or Course Advising

At times outside a course's regularly scheduled class hours, the instructor will be available for 2 hours per week before or after class, at a time agreed to by both student and instructor. Instructor is available by email or phone.

STUDENT DISCLOSURES

Grading & Make-Up Policy

A student must achieve a minimum total final grade of at least 70% to successfully graduate and be awarded a certificate for the program. The items that are used to determine the final grades are:

- Attendance
- Assignments / Discussion Forums / Activities
- Quizzes / Written Exams
- Practical Exams

Student proficiency is based on a minimum of 70% as evaluated by the primary instructor of any practical massage therapy course. Our online curriculum is also evaluated at an objective score of 70% or better to achieve satisfactory completion of each course. All students are responsible for material missed due to absence. If an exam is missed, the student must make up the exam on the first day that they return to class. All assignments missed due to absence or tardiness must be made up no later than 2 weeks after the course ends. If a class is missed and needs to be made up, the student is responsible for the \$30 per hour fee for the instructor. If attendance rate falls below 90% upon the completion of the course and missing assignments are not made up in the appropriate time period, the course must be repeated and is subject to a \$30 per hour fee to cover the cost of the instructor's time.

Graduation Requirements

In order to graduate and be granted their certificate, students must obtain a 70% score in ALL classes, tuition must be paid in full, and commitments of attendance and practicum must be met.

Grade Reporting & Transcripts

All student course grades and program completion status will be maintained on the school's official administrative computer systems. Students can request an official copy of their transcript at any time prior to or after the completion of their program. Official Transcripts will be furnished upon individual completion of their program / course of study. Additionally, incomplete school transcripts will be officially furnished only to another state-licensed massage school or equivalent institution for the purpose of transferring completed credits and is subject to a fee based on the number of credits completed.

Students Rights, Privileges, and Responsibilities

VIM does not discriminate in its admission, instruction or graduation policies on the basis of age, race, creed, ethnic origin, color, religion, sex, financial status or area of origin or residence.

All candidates will be informed of the necessary responsibilities and dedication they must have in class and in the field in which they are being trained. The school does not make any effort to recruit students that are already attending or admitted to another school offering similar programs of study.

To assure that each student has carefully considered and evaluated all information available, VIM suggests that each student review the following statement of student rights and responsibilities.

It is your responsibility as a student to:

- Review and consider all information about a school program before you enroll. Read and understand all forms that you are asked to sign and keep copies of them.
- Accept responsibility for the promissory note and all other agreements that you sign.
- If you have a loan, notify the lender of any changes in name, address or school status.
- Know and comply with your school refund policy.

You have the right to ask a school about:

- Its programs.
- Instructional laboratory.
- Other facilities and its faculties.
- The costs of attendance.
- Refund policies should a student drop out.
- Understand how satisfactory progress is determined and what happens if you are not progressing satisfactorily.
- Special services and facilities are available for the physically disabled.

Student Grievance and Complaint Procedure

Any student with a grievance, complaint or dispute against the VIM shall first attempt to address the grievance informally with the instructor or applicable staff member and try to resolve it. If unsuccessful, proceed to the written grievance procedure.

The student must submit in writing to the School Director, and in detailed language the nature of the grievance, complaint or dispute, date of occurrence, and whom the grievance, complaint, or dispute is filed against within 45 days of the date of occurrence.

The School Director, or designee will review and investigate all grievances, complaints, or disputes within 14 business days upon receipt of complaint. Within 30 business days the school will respond in writing to the complainant stating the school's findings, and any actions to be taken, or already taken.

Any action deemed necessary by the School Director will be taken at this time. VIM will make every attempt to resolve the grievance, complaint, or dispute; satisfactory to all parties. Furthermore, the school will not tolerate any unfair treatment by any other student or affiliate of the school as a result of the initiation of a complaint.

*Important Note: The school ensures that student(s) will not be subject to unfair action and/or treatment by any school official as a result of the initiation of a complaint.

If the student is not satisfied with the result of the school's findings and action regarding the grievance, the student has the right to an appeal. Student must make the appeal in writing and submit to school within 3 business days of the original decision or the decision and actions will be deemed final and binding. The school will make a decision on the appeal within 5 business days and the decision will be final.

Should Administrator or designee fail to or unacceptably address the grievance, the Student may file a complaint with the Arizona State Board for Private Postsecondary Education. The Student must contact the State Board for further details.

If the student complaint cannot be resolved after exhausting the Institution's grievance procedure, the student may file a complaint with the Arizona State Board for Private Post-Secondary Education. The student must contact the State Board for further details.

The State Board address is:

1740 W. Adams, Suite 3008

Phoenix, AZ 85007.

Phone: 602-542-5709

Website: <http://ppse.az.gov>

ATTENDANCE / LEAVE OF ABSENCE POLICY

Attendance Policy

Points will be awarded for attendance and calculated into the final grade. Any student enrolled may only miss a maximum of 10% of class instruction in any given course. All assignments missed due to absence or tardiness must be made up within two weeks of the end of that course. If attendance rate falls below 90% upon the completion of the course and missing assignments are not made up in the appropriate time frame, the course must be repeated and is subject to a \$30 per hour fee to cover the cost of the instructor's time.

- If a student misses two consecutive in-person classes, both the Live Instructor and Director assigned to the student will reach out to ensure the student returns to class within the legal 14-calender day requirement to avoid automatic withdrawal and address any challenges or concerns as needed.
- If a student fails to access and complete online content for over 1 week as indicated by their last access date, their Online Instructor and Mentor will reach out to the student. This is to ensure the student gets back on track with their online courses within the legal 14-calender day requirement to avoid automatic withdrawal and address any challenges or concerns as needed.
- If a student is enrolled in both online and in-person courses, and they miss in-person classes past the 14-calender day period (while continuing to interact in their online course), the

- student is withdrawn from the live course, but may remain in the online course, provided they are continuing to keep pace with the online course content. The live course must be repeated at the next scheduled in-person start offered for that course, and the student's program plan must be readjusted to reflect the course progression change; a remediation plan must also be created by the Mentor to help the student maintain proper attendance in the live courses prior to the start of the retake.
- If a student is enrolled in both online and in-person courses, and they do not access and complete the online course past the 14-calendar day period (while continuing to attend live classes), the student is withdrawn from the online course and the student is required to attend a coaching session with their Mentor to determine what challenges or concerns the student may have; a remediation plan must be created by the Mentor to help the student keep up with the online courses. If the program plan is also affected by the course retake, this should be updated as well.
 - If a student expects to miss class for an extended period of time and reports it in writing via email to their Online or Live Instructor, beyond the 14-day limit, they must submit a formal written request to the Director, (Director@valoried.com) to be granted a Leave of Absence and avoid being dropped the program; any financial aid issues can be addressed if they are impacted as well. The Director will be made aware to make note of an anticipated date of return and update the student's program plan to completion.
 - The school will allow one (1) leave of absence per student per enrollment. The leave of absence request must be in writing, stating the reason for the leave and requires approval and signature of the Director within 10 days. Once signed by school administrator, the official leave of absence will extend the Enrollment Agreement period by the same number of days designated in the leave document. No re-entry fee will be charged if the student returns to class on or before the first-class date scheduled after the stated end of the leave of absence. The leave of absence may not exceed a total of 180 days. Students will have to retake an course not complete prior to LOA.
 - If the student does not return to classes on or before the designated return date, the student will be considered withdrawn and will be subject to all initial admissions policies and fees, unless an extension is agreed upon in writing by the CEO. All monies paid will be subject to the school's refund policy. The student must apply again to the school and previous progress will be considered at the school's discretion, but not guaranteed to the student.
 - Students who miss more than 10% of a live course, must also make up enough missed hours to have completed more than 90% of the total course hours in order to pass the live course. No more than two weeks after the course is completed.
 - If a student must be withdrawn from their program in its entirety, a meeting is held between the student's Mentor, the Director, and the Registrar. This meeting will evaluate the full progression of communication that has taken place between the student, online and live instructors, and Mentor to that point. During this meeting, determination of student notification including schedule for removal of access to learning materials online, any necessary changes to financial aid and payment plans, and what opportunities the student may have for re-enrolling or returning to the program in the future, if possible, will be assessed. The Registrar will then send out financial notifications, while the Director of Education and Mentor will communicate with the student about the withdrawal decision and any potential future options for re-enrollment. If a student chooses to contest the

withdrawal decision, they may notify the Director of Education directly or via their Mentor. Unusual situations often occur with adult learners, and we will do what we can to assist them within the limitations of state law.

- All work completed prior to a student's withdrawal from a program will be maintained in our system in case the student chooses to return.
- A transcript containing all hours earned, limited to only classes completed, will be made available to the student upon written request via email to the Registrar.

Excused, Unexcused, Late Arrival Absences

Because the programs of the school are based on clock hours, there is no distinction between excused and unexcused absences. Absences are recorded and count no matter the reason. If a student is in danger of falling below the 90% attendance standard and misses class due to illness, accident, or family emergency, a letter of explanation and any accompanying documentation (doctors note, police report etc) should be submitted to the institution.

Arriving later than 1 hour past the start time of class will be considered an absence. The missed time must be made up with the instructor at his/her convenience and is subject to the \$30 per hour instructor fee.

Attendance is recorded after every class in the LMS (Learning Management System) by the instructor. The student sign in and out of every class. The instructor also keeps a gradebook with attendance.

Vacation and Holiday Periods

Easter, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, Black Friday, Christmas Eve- January 2nd

PROBATION, DISMISSAL, AND READMISSION

The violation of school policies, and/or professional standards in ethics and morals may result in probation, suspension, expulsion. The school director will provide documentation to the student in the event that they have violated school policy. A meeting date will be set in order to discuss any events, behaviors, and attitudes regarding the violations. Written documentation will then be provided to the student to summarize the official school position after the above-mentioned meeting has taken place.

The following items may result in probation, suspension, and/or expulsion from the school:

- The violation of school policies and/or professional standards in ethics and morals.
- Unexcused absences of greater than 10% of the current course hours
- Student grades dropping below 70%

Steps Taken by the School:

Step 1: The Program Director will provide written documentation to the student outlining how they have violated school policy, have missed more than 10% of the course with unexcused absences, or that the student's grade has dropped below 70%

Step 2: A meeting date will be set in order to discuss any events, behaviors, and attitudes regarding the violations between student and Program Director.

Step 3: Written documentation will then be provided to the student to summarize the official school position after the above-mentioned meeting has taken place. This position may include putting the student on probation at the Director's discretion, or may be simply a warning, with the next violation resulting in a 30-day probation. Probation will be for the full 30 days and for the student to clear probationary status, there must be no further violations, no absences, and/or the composite grade for the student must be raised above 70%.

Step 4: If student is on probation and continues with behavior that violates school policy and/or demonstrates poor professional standards in ethics and morals or fails to bring their grade up to 70% after a reasonable amount of time, or continues to miss classes, the Director will document in writing to the student their suspension from the school. The suspension duration is for one week and is subject to the make-up policy. During the suspension there will be one more meeting with the Director to address the behavior/performance of the student. Written documentation will then be provided to the student to summarize the official school position after the above-mentioned meeting has taken place and notifying the student that one more violation will result in expulsion.

Step 5: If, after suspension from the school, the student's behavior or performance do not improve, the student may be dismissed from the school. The Chief Executive Officer must sign off on the Dismissal Letter to the student and all tuition and fees that the student has paid are subject to the refund policy. Students that are dismissed from the school will not be re-admitted under any circumstances.

TEXTBOOKS & TECHNOLOGY CONSIDERATIONS

Required Textbooks/Learning Materials

In addition to the tuition for the program's, required textbooks are necessary and must be purchased as part of your attendance at the school, in accordance with the schedule of courses. The school will order all required course texts and will charge to each individual student at cost, as the books are distributed throughout the program. Books are non-refundable. Many courses also require manuals that are published by the school and the instructors; these reference materials are part of the required texts. There are additional resources that are optional available for purchase.

Educational Delivery Systems

All programs offered require the student to have access to the internet and a computer. The Massage Practitioner's Program is a blended curriculum that utilizes both online courses, as well as classroom-based instruction. Our state-of-the-art online education delivery system requires internet access, and basic computer competency. Our classroom-based instruction is offered with highly qualified professional massage therapists who specialize in teaching the modalities they instruct. The schools have a computer library where you can do online course work, appointment only.

Equipment / Technology and Competency Requirements

Students are required at a minimum to be competent note-takers, standard reading comprehension,

and basic computer and typing skills. Individual counseling is provided to assist students that may require review and improvement in these areas. Students are required to have access to a computer or transportation to the Valori library to use the computers provided.

Distance Education – Online Courses

Minimum Technology Specifications

- Access to high-speed network connection (Cable, DSL, 5G, etc.)
- Our e-learning platform is compatible with any standards-compliant web browser.

We regularly test it with the following browsers:

Desktop and mobile:

- o **Chrome**
 - o Firefox
 - o Edge
 - o Google Chrome For the best experience and optimum security, we recommend that you keep your browser up to date.
- Maintain Current Anti-Virus such as Windows Defender, Bitdefender, Total AV, or Norton.
 - Microsoft Word 2013 or newer (or Word-format compatible word processor)
 - Adobe Reader (Get it free at <https://get.adobe.com/reader/>)

Student & Faculty Interaction

Students and faculty will interact in the following ways online:

- There will be an initial training on the online platform, in person, where each student will log in with the instructor for the first time and there will be an orientation on the navigation of the platform.
- On an ongoing basis, the students and instructor will interact at a minimum weekly, with each assignment being graded and commented on by the instructor
- Students may reach the instructor via email or internal messaging within the eLearning platform at any time and the instructor will respond within 24 business hours. The student may request a time for a phone call, which is at the convenience of both the instructor and the student.

Information Exchange Privacy & Safety Policy

Security Features of eLearning Platform:

- Secure hosting architecture, with regular security updates, built in a secure cloud
- Data center safeguards and encryption
- Imunify360 Technology
- SAS70 Type II
- Robust server access controls
- SHA-256 with RSA Encryption
- Forced encrypted access (HTTPS / SFTP)

VIM will not sell, swap, rent, or otherwise disclose to any third party any personal information for commercial purposes. Such information will be used only for the purpose stated or as otherwise

described in this Privacy Policy. To accomplish such purposes, VIM may disclose the information to its employees, consultants and agents who have a legitimate need to know the information, and to VIM clubs and other VIM organizations. VIM also reserves the right to disclose this information under special circumstances, including disclosures required by law, court order or circumstances under which disclosure, in the sole discretion of VIM, is necessary to protect the legal rights, including the intellectual property rights, of VIM.

When you login to our elearning platform, our web server will record the numerical Internet Protocol (IP) address of the computer you are using, information about your browser and operating system, date and time of access. The school's staff uses such information to help diagnose problems with our server, to administer and improve our platform and to generate student usage reports. No sensitive information is stored in web application.

Library

We have assembled a library that reflects our institutional purpose of “leveraging innovation and technology to bring high quality education in high-demand healthcare fields to more people for less cost” and the nature of the educational program we are beginning with (massage therapy). The objectives of the library are:

- To be available to all students, on demand, 24 hours a day, 7 days a week. We are a school that is focused on utilizing technology to reduce cost and inefficiency to students and the library will be no different. Our library will be a robust virtual repository of digital resources and students will always have the ability to come to the school administrative offices and use the school computer to access the library if needed.
- To contain all required textbooks and all required digital apps plus outside, third party periodicals, newsletters and websites that are relevant and important to the industry. Some of these will be free resources and some will be paid subscriptions that the school will incur on behalf of the students. Some of these periodicals will be a result of the school's membership in various industry related trade groups. The required apps and eBooks will be directly available in their eLearning classroom, third party periodicals and resources will be emailed to students or shared within the eLearning environment.

Resources

Our virtual library contains up-to-date collection of eBooks periodicals, newsletters, apps, and websites that are accessible 24 hours a day, 7 days a week on demand:

Books and eBooks

- a. Title: Tappan's Handbook of Healing Massage Techniques, Edition: 6e, Author: Patricia J. Benjamin, Ph.D. (Published by Pearson Publishing)
- b. Title: Trail Guide to the Body 6th Edition and Trial Guide to the Body Digital Workbook 6th Edition. (Published by Books of Discovery)
- c. Title: Trail Guide to Movement, 2nd Edition, Author: Andrew Biel (Published by Books of Discovery)
- d. Title: Essential of Human Anatomy & Physiology 13th Edition Author: Elaine Marieb and Suzanne Keller

Newsletters

Hands on Newsletter – monthly via AMTA Membership (American Massage Therapy Association)

AMTA's **Student Experience Newsletter** is a bimonthly, e-newsletter designed for massage therapy students. Inside each issue, you'll find resources to jump-start your career, articles to help you start and build your practice, and other tools geared specifically toward AMTA Student members.

Periodicals

Massage Therapy Journal – quarterly publication via AMTA Membership

Massage & Bodywork Magazine – via ABMP Membership

Massage Today

Massage Magazine

Websites (Blog and News)

<https://www.fsmtb.org/>

www.ncbtmb.org/

<https://www.abmp.com/>

<https://www.amtamassage.org/index.html>

<https://www.massagemag.com/>

www.massagetoday.com/

<https://www.massagetherapy.com/>

STUDENT RECORDS

Maintenance of Permanent Records

All student records are kept in a secure filing cabinet or in digital form and kept current in individual student files in perpetuity.

Obtaining Your Records

Students may obtain a copy of his/her admissions, financial, or course progress records by requesting in writing (by letter or email to Director) and the school will provide copies within 10 business days.

Academic transcripts shall be provided upon request if the student is in good financial standing. The initial transcripts and academic records will be provided to the student and any licensing body of the student's choice upon graduation at no charge. Any subsequent record/transfer requests will incur a \$30 fee.

Student Record Confidentiality

All student records are kept in a locked cabinet and on a secure, private server in electronic form. No student records of any kind will be released to any third party for any reason unless expressly requested by the student in writing.

STUDENT CONDUCT

Ethics & Morals

Students must maintain a professional demeanor while on the premises of the school; no student is permitted to leave the massage classroom unless fully dressed; students must strictly obey the AMTA rules of draping; while clothing must be comfortable, it must also be modest. All students who enter the school must clearly state their intent to the proper and professional use of massage. Any student not showing moral and professional dignity to those of either sex will be subject to immediate dismissal from the school. Students must abide by the academic integrity policy for online and in-person. No cheating. All assignments, discussion forums, quizzes, exams and evaluations must be completed by the student.

Alcohol and Drugs

The use of alcohol and non-prescription drugs is banned on school property. Any students who come to class under the influence of alcohol/drugs are subject to immediate disciplinary action. Smoking is banned inside and outside all school buildings.

Harassment

Harassment may be, but is not limited to: words, signs, jokes, pranks, intimidation, physical contact, violence or threat of violence, and racial, gender or ethnic slurs. Harassment is not always sexual in nature. Sexual harassment may include: unwelcome sexual advances, requests for sexual favors, or other verbal or physical contact of a sexual nature when such conduct creates an intimidating environment, prevents an individual from effectively performing his/her duties. Faculty, staff, and students may not engage in any form of verbal, physical, or emotional abuse, harassment, sexual harassment, intimidation, violence, or threat of violence toward any student, clinic client, instructor, or staff member.

Please see the section entitled “PROBATION, DISMISSAL, AND READMISSION” for policies concerning unsatisfactory conduct by students, including dismissal and possible readmission to the school.

Discrimination Policy

Valori LLC in its admission, instruction, and graduation policies does not discriminate based on race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran.

Acknowledgement - Updating Catalog

The purpose of this catalogue is to inform students of the policies and procedures of this institution, without consideration of race, color, age, ethnicity, nation of origin, pregnancy, sex, sexual orientation, gender identity, marital status, disability or status as a US veteran. All students are required to read and understand the policies and procedures set forth by Valori LLC. The policies and procedures in this catalogue will be enforced by Valori LLC staff. Valori LLC reserves the right to change, modify, delete or add to this catalogue at any time.

Catalog shall be available to students and prospective students in a written or electronic format.

Within 10-days from the date any revisions are done to the school catalog, a new catalog will be published, and the school shall submit a written or electronic copy of the updated and most current catalog to the State Board. Additionally, the current school catalog shall always be available to students and prospective students in either a written or electronic format.