

Speaking VISUALLY

Self Evaluation - Strengths and Weaknesses

Strengths:

1. Speaking Visually addressed the need for students to develop 21st century skills and provides solutions to the challenge of teaching critical thinking and creativity skills.
2. Modules are created by an experienced art teacher and course designer rather than being created by an art expert without an educational background.
3. Student to staff ratios ensure that personal attention can be provided in a timely manner while costs remain low. This allows competitive per module rates.

Weaknesses:

1. Most arts-integrated research is elementary and middle school focused. It is unclear how accepting administrators at the district and provincial or state level are of arts-integrated education at the grade 10-12 level. It may be difficult to reach students without the support of administrators therefore, a detailed market evaluation needs to be conducted to determine staffing needs and a plan for growth.
2. Plans to market throughout North America make it difficult to manage growth. A growth plan that ensures controlled growth is needed to assure that quality can be maintained.
3. Future plans to sell modules to schools for classroom use could be developed. Along with this plan there should be professional development for classroom teachers using these modules.
4. The estimated start-up and first year costs noted in section 7 are based on general estimates. A detailed business plan with cost analysis needs to be completed to more accurately determine both costs and profits.

With start-up and first year costs being low I am more likely to seek a loan to begin this venture than to approach an investor. Without completing a business plan it's not entirely clear what the potential for growth of Speaking Visually is. However, my preliminary research leads me to conclude that there is demand for arts-integrated courses that target development of skills, in particular creativity, and the potential for growth of this venture is extremely large. Prior to approaching an investor for support I would prefer to test Speaking Visually modules with a larger audience than just the students at my school, and receive feedback from students, educators, and employers regarding the modules. Once this stage is complete and I have written a complete business plan and have evidence to support my claims, I would then approach an investor for funds that would help Speaking Visually grow to its potential.