

Institutional Planning

Bay Area Yoga Center for Advanced Studies

A. Mission Statement

The mission of the Bay Area Yoga Center Advanced Studies Program is to help create a community of skilled and compassionate yoga practitioners. We wish to inspire others to live fully in the present moment through their bodies, mind and hearts.

- Enhanced body awareness through asana and pranayama practice opens the physical body through movement and breath to allow the prana (life energy) to flow freely.
- Study of the mind and heart through meditation and concentration practices allows one to remain in the present moment. The student can then explore the habituated patterns of the mind. Once he/she recognizes these patterns of thought, feeling and behavior the patterns can be released and changed.
- Bhakti yoga and community service are encouraged. We are all part of a larger community which needs the love and attention of all that live within it.

B. Market

The market we will serve will be current yoga practitioners who wish to expand into teaching yoga to others. After graduating from our training program they will possess the skills needed to be able to go out on their own and teach yoga classes in any environment and workplace they choose. Our schools exists to educate and guide aspiring yoga practitioners into the world of teaching and sharing the practices of yoga to others. We are here to provide a extensive training in all aspects of the yoga practice to prepare our students to succeed in their teaching. We promote our school through print media magazines, internet website and facebook promotion. Currently there are several other teaching facilities in the Green Bay Area.

As a result, the focus of our teacher program is on personal development and teacher skills.

C. Management

Kathleen Kelly is the director and main teacher of the Yoga training program. All decisions are made by her and will be final. Assistant teacher of anatomy, Stacey Munoz will report directly to Kathleen Kelly. No other teachers at this time. If any teachers are added they will report directly to Kathleen Kelly.

D. Swot Analysis

We have graduated eleven more students from our 200 hour program in 2018. Eight new graduates are starting the program in September and plan to graduate by June of 2019. All are employed as part time yoga teachers, or are pursuing further development programs.

E. Future Think

The Bay Area Yoga Center Advanced Studies Program plans to remain small with a maximum of 12 students per year. Success will be based on student success in finding teaching positions and personal feedback. After each years end a questionnaire will be sent to students to solicit feedback about the program.