

# INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)  
Form EAB 1.10 (Rev. 11/15)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
431 CHARMANY DRIVE, SUITE 102  
MADISON, WI 53719  
(608) 266-1996

The Educational Approval Board (EAB) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAB requires schools to submit evidence appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAB and school officials to engage in a dialogue over time about the future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAB does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

Dragonfly Hot Yoga

## II. PLANNING ELEMENTS

---

**A. MISSION.** Describe your school's mission and vision, which identifies its purpose and its core values.

The Dragonfly Hot Yoga Teacher Training Program is a hands on program designed to create competent yoga instructors to serve not only our community, but many other communities as well. Our mission is to not only develop high quality yoga teachers, but teachers that embrace our philosophy of "every shape, every size, and every person" Graduates of our program will be well-rounded, confident, compassionate and ready to serve the diverse needs of individuals and groups of students. Mission still holds in 2018

---

---

**B. MARKET.** Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

Our training program is part of our larger studio operation. We, as a studio provide a space to grow and develop a yoga practice. Our training program is an extension of the business, and will help further our mission. Our clients come from all walks of life. The only commonality is the desire to find better physical, mental and emotional well-being.

Many of our potential and current customers are motivated to enroll in our school because many of them have started out as clients themselves. They have learned through their experience at Dragonfly what yoga can do for them, and they want to take another step, and share that with others. Therefore we get a lot of business through word of mouth, but maintain an active and traditional media presence.

There are a number of other teacher training programs in Madison. However, we do not see them as competition, rather we view our training as an addition to a growing marketplace that will provide an alternative training experience. The Dragonfly Teacher Training Program caters to a more diverse, yoga community. Our focus is on practical teaching. Many times starting on day 1 of training, students in our program will teach to the public, and continue throughout the training. We offer free community classes that will allow our teachers in training to teach to a wide variety of bodies, that enables continued focus on learning to teach to "every shape, every size, every person."

These statements continue to hold true - 2018

---

**C. MANAGEMENT.** Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

The management team consists of the Owner, the business manager, 3 studio managers, marketing manager, and the Director of Instruction/Director of Teacher Training. Out of the 7 members of the management team, 4 are certified yoga instructors, two of the managers have graduated from the Dragonfly Teacher Training Program. The owner and Director of Teacher Training have worked together to help shape the curriculum. All 7 members of the Management Team handle the business/administrative facets of the program.

The majority of the teaching is handled by the lead instructor and Director of Teacher Training mentioned above. The Director of Teacher Training is an experienced instructor with 27 years of teaching in the public schools. She is also an experienced yoga instructor with the designation of E-RYT from Yoga Alliance. Other instructors also contribute to teaching parts of the program at the discretion and with approval by the Director of Teacher Training.

Updated 2018

---

**D. SWOT ANALYSIS.** Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.

**Strengths:**

1. Strong support in implementing program in both curriculum, and administration operations - 2018
2. Strong student base, many current clients have gone on to enroll in the training. - This continues to be one of our greatest strengths - 2018
3. Staff are more experienced, and I am able to utilize more staff in teaching parts of the program
4. We currently have 4 studios in which to draw potential students from, we are adding space on to two of our studios, this will create more depth. - 2018
5. We have produced many strong graduates of the program who are now teaching with our company Continues in 2018
6. 95% of graduates from all of our training thus far, are teaching somewhere. 2018.

**Weaknesses:**

1. Our participant numbers have been a bit lower for trainings in 2018
2. We are offering other trainings that are shorter (weekend fitness trainings). Clients may opt to take these instead to find employment - 2018
3. Some of our instructors have left our studio
4. More classes on our schedule, means less open studio space for trainings. Need to cancel more classes to provide space, lose some business - 2018

**Goals:**

1. Look to offer a different type of training for working people. - Possibly weekend modules vs weekday nights - 2018
2. Bring in other teachers/instructors to lead modules - 2018
3. Take this training to other studios/states - 2018
4. Create more space in schedule to hold trainings - 2018

**Opportunities:**

1. Creation of more yoga instructors that could open businesses and rely on us to train their staff -A continued opportunity (2018).
2. Inspire growth of yoga practices that would lead to more desire to learn and take our training programs.
3. 200 hour Yoga Teacher Training Program can lay down the foundations for future trainings (300/500 hour programs). We are currently working on getting a 500 program up and running in 201- this didn't happen in 2018, but we are working towards 2019
4. More of our instructors have become E-RYT's, translates to more teachers leading trainings.

**Threats:**

1. There are already similar programs located in close proximity to our businesses. Continues to be true (2018), even more. One newer training, Breathe for Change, uses grant money to decrease their fees significantly for educators in the schools. We can't compete with that rate.
2. Our sister studio, Flyght, opening, will need more instructors at that studio, focus may shift
3. In the last year, two of our graduates have and or are planning on opening their own studios in the Madison area - 2018

**Goals:**

1. Employ at least one graduate from each training, this can show the potential for future students, proving that we are proud of our graduates, and hire them. - We continue to employ our graduates in 2018
  2. Stay competitive with our competitors pricing and marketing strategies. The school will monitor and be aware of existing and new programs to the area. Continued effort in 2018
  3. Begin to research and think about offering advanced trainings. The school will use graduates of the program to start discussions regarding offering a 300 or 500 hour training. This has happened in 2018, but it still needs to be a goal.
  4. Continued study of schedules of competing yoga studios/trainings and change update trainings as needed - 2018
  5. Support other local trainings. Each school is unique, and offers something special. Encourage participants to research and talk to graduates to make sure our trainings is the right fit. - 2018
-

---

**D. SWOT ANALYSIS** *(continued)*

---

**E. FUTURE THINK.** Describe your school 5 years from now. What will it look like and how it will be positioned in the market place.

In 5 years, the Dragonfly Hot Yoga Teacher Training Program will be a regional training hub offering a variety of intensive and long term training programs each year. The training will certify instructors per the Yoga Alliance standards. We will have a strong roster of graduate instructors. Our message of individuality and non-judgement will define our program and our students. We will be a reputable option for anyone in the area, but will have also have reached students beyond Madison. Our graduates will be dispersed throughout the country, and Dragonfly will begin to be recognized nationally. Our intention is to be around for much longer than 5 years, we expect and will work towards being one of the longest and well known training programs. 2017

I understand that what you are looking for is an update of the above statement. However, I believe that in 5 years, what is mentioned above, will still hold true. The following statement: Our message of individuality and non-judgement will define our program and our students, is an essential statement to keep. Therefore I will not delete and re-write. We have already attracted many students from out of state to our program. Our graduates are now teaching far beyond Wisconsin. In 5 years we will also be delivering advanced trainings. Graduates from our 200 hour program, will go on to receive their 500 hour certifications, they will lead trainings, and open their own studios throughout the nation. - 2018

**III. SUBMISSION**

Type to enter text

I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.

Signature of Authorized School Official: Tiffany A. Geier

Print or Type Name and Title of Authorized School Official:  
Tiffany A. Geier

9/20/17



# INSTITUTIONAL SYSTEMS

