

INSTITUTIONAL PLANNING

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



STATE OF WISCONSIN
EDUCATIONAL APPROVAL BOARD
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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:

Green Frog Yoga Teacher Training School

II. PLANNING ELEMENTS

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

Green Frog Yoga Teacher Training School is dedicated to provide a place for students to learn how to guide a safe effective yoga class, take their own practice deeper, and learn about the history and philosophy of the yoga lifestyle.

The program will teach students to communicate effectively to a yoga class, teaching the classes through verbal instruction, hands on assists, and physical demonstration. Students will learn to plan classes that are appropriate to the ability and skill level of the students in the class. Students will learn the basic anatomy for yoga teachers, the history of yoga, yoga philosophy, self-care practices, and basics of subtle energy body teachings.

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.

Green Frog Yoga Teacher Training School will provide 220 hours of Yoga Teacher training for customers who wish to learn how to lead a safe effective yoga class, take their own yoga practice deeper, and learn about the history and philosophy of the yoga lifestyle.

Potential customers are individuals who are currently practicing yoga and have an interest in going beyond the basics of a group or individual yoga class. They will want to explore more about the history and practice of teaching yoga. The customer will know about the program through attending group yoga classes at Green Frog Yoga studio and other studios in the Green Bay area.

Competitors are other Yoga Teacher Training studios in the area which include Pedretti Power Yoga, Nomaste Yoga, Bay Area Yoga, Everybody's Yoga, and programs that are coming to the area at Grace Yoga and Jenstar studios. My niche in the market is a slow flow yoga practice that will provide the students with a balanced practice that will work for all ages of participants. Many of the yoga studios in the area focus on the hot, fast paced fitness yoga or a version of Ashtanga. We will cover and experience a class to understand it, but our focus is more on the philosophy and alignment of a slow flow Hatha style.

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.

Management of the studio and teacher training school is handled by Pamela Josifek.

At this time there is no advisory board. Input on current curriculum is based on studying successful yoga teacher training schools in the area as well as continuous discussion on yoga topics that are key with current independent contractors at the studio. Further improvement will be also based on each programs exit surveys and feedback from students and future employers for these students.

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.

SWOT Analysis

SW Goals:

Lead Trainer Pam Josifek will retain persona trainer certification taking additional continuing education classes annually meeting both the Yoga Alliance and the National Exercise Trainers Association requirements to maintain certification. Specific to 2017 she will be taking 8-14 hours of fitness/yoga based training by September 1, 2017. (Completed August 2017 - PT, Yoga Alliance, KB, Pilates, and NETA Yoga all up to date, next certification CEC's are due September 2019.)

A marketing strategy for the fall workshop series will be developed utilizing social media and reaching out to local businesses by July 1, 2017. (Marketing strategy mainly Facebook and Newsletter, Marketing for 2018 included being listed on Yoga Alliance Website and expanding FB marketing. Will continue to look for marketing strategies for 2019 classes).

Student Survey for the Summer Intensive will be created and given to all students within the program by September 30, 2017. Curriculum changes will be implemented based on summer feedback in the weekend program. (Curriculum is updated for each program based on feedback from completing classes)

OT Goals:

Green Frog Yoga Teacher Training School will continue to differentiate in the area of Senior Yoga and Fitness by taking continuing education classes in Senior Fitness by December 31, 2017. (This goal is moved to completing in the summer of 2019).

Green Frog Yoga will introduce the teacher training students to other styles of yoga including aerial, kids yoga, Ashtanga, Hot Power, Athletic yoga, Restorative in each of the training programs. (These styles are being introduced in each cohort based on cohort interest in area. Summer of 2018 focused on athletic, Ashtaga, Kundalini, and Kids Yoga).

Green Frog Yoga will implement a minimum of one Continuing Education class/workshop by December 2017. (This goal has been moved for completion by December 2019)

Strengths:

Lead Trainer has over 12 years of experience in the fitness field, including a personal trainer certification.

Lead Trainer has a background in Secondary and Post-Secondary education.

Weaknesses:

Program/teacher training school is in the initial start-up phase. The first session will require extra focus and attention to fully develop all daily lesson plans and adjust as needed.

Being a new school - marketing is just starting so the program is not well known at this time.

Opportunities:

With the Baby Boomers heading into retirement there is a huge focus on lifelong fitness which is covered very well with Yoga increasing the need for more teachers as more of our population adds yoga to their daily routine.

Green Frog Yoga is partnered with both the SilverSneakers program and Silver&Fit providing group yoga classes for seniors.

Lead Trainer will continue to pursue further education in the Yoga lifestyle and bring that learning back to the program. Pam's goal is to complete her additional 300 hours in the next 3 years.

Threats:

Multiple Yoga Teacher Training programs in the area - 3 others will be starting within the next year. 2 of those 3 are not using local teachers.

Market conditions for yoga teachers may change as more programs certify new teachers.

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.

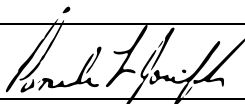
The Green Frog Yoga Teacher Training program will be well respected in the community as they continue to certify well qualified teachers for all levels of yoga students. The program will run 2 sessions per year with one being a summer intensive as well as a weekend program that runs through the months of September - June.

Further continuing education opportunities will also be offered at Green Frog Yoga Teacher Training program to allow students to meet the 30 hours needed to maintain their Yoga Alliance Credentials as well as the possibility of a 300 Hour program for advanced training.

III. SUBMISSION

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:



Print or Type Name and Title of Authorized School Official:

Pamela L Josifek, Owner/Lead Teacher

Date:

September 1, 2018

