

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:

HEALUM HOT YOGA

II. PLANNING ELEMENTS

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

6/26/17
OK for
1-2 years

Our mission for Healum Hot Yoga's 200 Hour Yoga Teacher Training Program is to prepare our trainees to lead intelligent, well rounded, and thoughtful yoga classes for a dynamic range of students through course work focusing on yoga, theory, anatomy, asana, alignment, meditation, pranayama, and Ayurveda taught in an intimate and nurturing environment with great attention to individual growth.

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.

- * Healum Hot Yoga is a spirited yoga studio with a variety of yoga classes aiming to serve our community. We are passionate about what we teach and that is a big part of what makes us so special. We open our arms and hearts to anyone interested in learning a little more about yoga. Our Teacher Training is exemplary because our lead trainees have a combined 30 plus years of yoga teaching experience and over 10 years experience running yoga teacher trainings.
- * Our existing and potential trainees are students of Healum Hot Yoga that love what we do and want to learn more.

* We talk about training after each class, in our newsletter, on Facebook, Instagram, and on our website.

Our competitors are any 200 Hour yoga teacher training in mke.
We set ourselves apart from them by really getting to know
our students in classes. We are personable, available, and
compassionate to their needs. We have created a unique and
wonderful yoga community in Milwaukee, Bay View in particular
and it is welcoming to anyone who wants to join. We also
have plenty of experience running teacher trainings, not
to mention our will be kept at 12-14 people so
it stays intimate and we are certain students can
get the attention they need.

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.

- Roslyn Wicks: owner/operator - (will be in charge of finances, marketing, enrollment, scheduling, and will lead 2-3 models of training.
- Sarah Alzen: Lead Teacher - will co run training and split responsibilities of student training, communication + grading.
- Meg Vetting: Lead Teacher - will co run training and split responsibilities of student training, communication, + grading.

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.

[illegible]

D. SWOT ANALYSIS (continued)

SEE Attached

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.

Healium Hot Yoga's Teacher Training Program will continue to be an intimate educational opportunity, providing a low Student to Teacher Ratio which will offer the trainees a mentorship relationship with the teachers and ready access to educational support. Our program will expand from one training per year, to at least two programs per year with the potential for immersion-style training sessions and a retreat training setting.

Healium Hot Yoga will be a hub for continuing education in the area. Graduates from our training program will have access to continuing education on a regular basis through workshops and advanced training courses. This will make it easier for students to maintain yoga alliance continuing ed.

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:

Date:

Robyn Luckes / owner

6/8/17

Future Plans Contd:

Credits and Requirements. These workshops will also graduates to maintain ties with one another and the greater Milwaukee area yoga teacher community by providing not just Educational Support but potential career opportunities through networking with other instructors from other studios.

INSTITUTIONAL SYSTEMS

