

2016 Goal #1 – Our program is interested providing additional ways for students to complete the course work and based off of feedback, we have added the “Thursday Program”. This is our full program meeting weekly on Thursdays from 8a-6p. This format has been received well and is set to begin on October 6, 2016.

2017 Update for Goal #1: Our first year of the “Thursday Program” was successful. Students enjoyed the format and it was a good fit with the studio & trainers schedule. Attendance was lower than with the weekend program. We plan to continue with the Thursday program in 2017-2018 and to continue to grow and develop this offering.

2018 Update for Goal #1: Our Thursday Program continues to grow and be a valuable offering for our students. This program is a success and we will continue to offer it. I will remove this goal from our program objectives.

2016 Goal #2: We are in the preliminary stages of providing the Continuing Education Opportunities. Our goal is to offer 3-4 Continuing Education Opportunities/calendar year. We are receiving feedback from students on topics to focus our CEU's on and are meeting as trainers to develop a plan and schedule.

2017 Update for Goal #2: We have met this goal and are working towards maintenance of CEU opportunities.

2018 Update: N/a

2016 Goal #3: We have partnered with a local Yoga organization, OmTown Yogis. In partnership with them, we a mentor is assigned to students in the program who are specifically completing this program to provide Yoga to minority populations in the Milwaukee area. Our school still would like to develop a more comprehensive Mentorship program in the future.

2017 Goal #3 Update: In 2017-2018, we accepted 4 students into our program through the OmTown Yogi's scholarship program. This program has provided more racial & ethnic diversity to our class population. We are thankful for this opportunity to provide education to more students. We are finding that the scholarship students need a little more support throughout the program. We are working with OmTown Yogi's to provide this support through assigning each student a formal mentor from the Milwaukee Yoga Community. We plan to have this in place by the end of 2017.

2018 Goal #3 Update: The organizer of omTown Yogi's went rogue. After having several conversations with the organizer about how to support these students, no changes were made from omTown Yogis and then all communication from this organization ceased. The organizations leadership and organization has exponentially declined. Inner Light Yoga Studios will no longer accept students from this organization.

2017 Goal #4: With more & more Yoga Teacher Training programs being developed in the Milwaukee area, competition continues to rise. We are exploring new marketing efforts to draw in enough students to support our program. We are exploring specific email marketing campaigns & social media marketing/promotions. We have begun to implement some of these new marketing techniques are seeing a notable rise is applicants to our “Weekend Program” which begins in January 2018. We would like to find a marketing plan that helps increase enrollment in our Thursday Program as well.

2018 Goal #4 Update: Our marketing efforts & word of mouth about our program continue to be successful. Our weekend program is thriving and may end up with a waitlist as there are numerous students interested in our program. The Thursday program continues to grow. While this will always be a business focus for the studio, I will remove this goal from our program objectives.

Future Think: 5 Years from now

2017 Goal #1: The number of administrative hours to maintain our Yoga Teacher Training program is expansive. Now that we are entering our 5th year of offering the program, it is important that some of the processes become more streamlined so that it becomes less labor intensive. Some of the Efficient Practices we are working towards: 1 Handout Manual Printed and Distributed at Module 1. (Currently students receive handouts every module). Final Exam Days: 1-2 Days/Quarter where students sign up for their final exam time. (Currently students are given an open window of time to schedule their final

exam). A set marketing plan and calendar. Identify a best practices marketing plan that can easily be repeated year after year.

2018 Update: We are currently exploring moving 50% or more of our handouts and lecture materials to a shared google classroom drive. This will cut down on printing costs, time taken to email lost handouts to students and make it easier for trainers to update materials. Our goal is to have the google classroom set up by Fall of 2019.

Goal #2: Creating more successful students. Identify the habits and behaviors of our most successful students and make slight modifications to our program to foster these habits and behaviors. This will include habits such as creating more opportunities for students to practice with the Yoga Trainers & updating or adding additional resources to our manual.

2018 Update: 2018 was a HUGE year for our program. We undertook the enormous project of updating all materials and handouts. This included streamlining processes, creating pose breakdown sheets for every pose broken down in our program and more clearly focusing content per teaching module to be directed towards specific populations. This project easily consumed 100+ hours of time and it was worth every minute. I know these changes are making us better trainers and providing more success for our students. It was also a necessary step towards creating our google classroom.

Goal #3: Increase Enrollment. Our program previously had 2 Weekend Programs and we now have 1 Weekend Program and 1 Thursday Program. This has resulted in a 20% decrease in enrollment & the Yoga School is operating at a loss. Our Goal is to have 12-15 students/program which translates to 24-30 new students per year. All of our new marketing efforts will go towards reaching this goal.

2018 Update: In 2017, the total enrolled students in our program was 18 students. This year, we have 20 students. We are seeing growth and movement is in the right direction. My goal for this upcoming year is to have 10 students in our Thursday Program and 14 students in our weekend program, growing 4 students from the previous year.