



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 an institutional plan during the annual renewal process. Although similar to a strategic or business plan, the institutional plan schools must submit 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 in the institutional plan.* Institutional plans must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

**Jewel in the Lotus Yoga, LLC**

## II. INSTITUTIONAL PLAN ELEMENTS

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

Jewel in the Lotus Yoga, is committed to sharing the wisdom of yoga in a safe and nurturing space in order to bring greater health, happiness, and well being into the lives of those in the community. Jewel in the Lotus' teacher training program is designed to give students a thorough in depth study of the many limbs on the great tree of yoga; awakening the unique teacher within each individual.

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**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.

It is our goal to offer and create a sacred space for yoga practice and self-exploration through all kinds of movement and expression. Our offering is universal and available to all who are interested. We embrace yoga as a natural path to freedom.

Yoga Journal's latest Yoga in America survey, conducted by Sports Marketing Surveys, shows that 8.7 percent of Americans are practicing yoga—that's 20.4 million Americans, up from 15.8 million in 2004. Yoga is no longer considered esoteric or strange by outsiders; we have Martha Stewart Yoga, Jane Fonda Yoga, and JC Penney's yoga studios. In this survey, even 44 percent of those who don't currently practice yoga said they aspire to.

#### Yoga Attracting New Students

As the Huffington Post pointed out, more than a third of those practicing, 38.4 percent, have practiced for less than a year, and 44 percent considered themselves beginners, showing that new yogis are replacing those that drop out. Only 32.7 percent had practiced more than three years, and only 15.6 percent considered themselves experts. Is yoga a fad for most Americans, or is it here to stay?

Americans are now spending more than 10.3 billion dollars a year on classes and equipment. The majority of practitioners are women—82.2 percent—and between the ages of 18 and 44—62.8 percent. The motivations of the yoga participants were also questioned. A total of 78 percent said they were motivated by the desire to improve flexibility. Other factors were stress relief, general health, and fitness.

From my experience in the madison yoga community, I have quite a wide range of people showing up for yoga classes and trainings. Ages ranging from 19-65, people of all ethnicities and backgrounds. However, there are many more women practicing and training than men in wisconsin. But, in other parts of our country and the world, there seems to be many more men getting involved in all aspects of yoga.

So I feel there is room to grow male clientele.

I also feel that many people aren't interested in teaching yoga, but are very interested in deepening their experience of yoga. And are also very interested in personal transformation and healing. I am beginning to highlight those aspects of my program.

It is very important in the yoga world to offer a quality training program. One that allows participants time to digest, integrate and then teach effectively from their own experience of the practice. It is disheartening to see what some training programs that are all to short are certifying as yoga teachers. While many people "shopping" for teacher training programs are exploring their

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**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.

I, Aubree Saia am the owner, director and lead teacher of the teacher training program. I manage the entire teacher training program. These responsibilities include advertising for the program, reviewing & accepting applications, accounting, teaching the weekly training sessions, reviewing homework, scheduling guest teachers, and being 100% available to students. My vision with the school is to create community and opportunity, for everyone to explore yoga and other healing arts.

We have a new anatomy teacher, Andrew McCauley. Andrew is a very informed anatomy teacher and offers a 3 day anatomy intensive. This course meets the yoga alliance anatomy requirements..

Many past trainees actively participate as hands on assistants during the practice classes of the program.

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**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.

Offering a teacher training program is one of the most abundant ways for me to share my experience and knowledge of yoga to those looking to become yoga teachers, those with a desire to deepen their understanding of yoga, and those seeking self growth, empowerment and transformation.

I now offer my own Yoga Alliance approved teacher training program biannually, I have plans to offer it in both Madison and Milwaukee, WI And am also a Prana Vinyasa® Teacher Trainer. I have finalized a 300hr Prana Vinyasa® Affiliate Program, to begin in 2019 or 2020. I am now connected with Shiva Rea and her yoga school Samudra School of Living Yoga as an affiliate teacher. I am listed on her website as a Prana Vinyasa® Teacher Trainer with all of my training programs through her pulse newsletter. It is my hope this will magnetize those individuals looking for a more thorough teacher training program.

The Jewel in the Lotus teacher training program, The Art & Science of Vinyasa Yoga, incorporates Embodying the Flow & Mandala of Asanas into its program. This creates an even more thorough & complete program for students to explore.

Now that I have the title of Prana Vinyasa® teacher trainer, I have the support of Samudra's advertising and larger global community. My presence at yoga conferences, senior teacher trainings as assistant and festivals around the world has supported the communities' awareness of who I am and what I offer as a teacher/trainer, healer and guide. I continue to embrace social networking like facebook, linkedin and now instagram to help spread the word. Since I decided to close my yoga studio in march 2015; to allow a more nomadic approach to teaching, and to give myself more time & energy to focus on teaching and training, after I merged my personal website, [www.aumaubree.com](http://www.aumaubree.com), with my studio website I found I was completely lost in search engines for yoga teacher training. So in february of 2016, I hired someone to completely redo my personal website, to be more modern and to increase visibility and SEO rankings. I am once again in the process of launching another "new" website with more visibility, and facebook and instagram feeds.

I've created and training video and circulate it through various mediums on the internet and in emails. I also create short promo videos to circulate in social media.



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

I am now offering a referral credit to past trainees for anyone they refer my training program to. Word of mouth seems to be one of the most powerful ways to promote yourself as a yoga teacher.

Last year, I had two referrals register & participate in my program.

I advertise at all the venues I teach and lead workshops. This includes yoga studios and festivals throughout the midwest region. Closing my yoga studio and freeing myself to teach all over madison, milwaukee and the midwest was the right decision for me. I have so much more opportunity, visibility and connections continuing to unfold.

Beginning last autumn, I've decided to collaborate with Monona Yoga Center and offer my yoga training program at their studio. This allows us both to promote, advertise and attract students from a studio community and the larger Madison/Midwest community.

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The greatest threats I see are:

Over saturation of yoga training programs, many of which are not of high quality I stand firm in having my program extremely thorough and over an extended period of time have been gathering testimonials about the quality of my program and have posted them online via my website and drop in social media.

The devalue of yoga teachers from groupon, free yoga everywhere, and hundreds of teachers looking for employment, again many of which are not well trained and therefore do not perform at a high level, but do get hired to fill unwanted time slots and are willing to teach for low pay.

The Dilution of yoga these day you can experience yoga in a myriad of ways, that aren't necessarily in alignment with the core of what yoga is.

Doggy Yoga, Ariel Yoga, wine & yoga.....etc

I am very traditional in my approach to teaching yoga and training teachers because that is how yoga most effective

Lack of offering my training programs at a yoga studio

since I closed my yoga studio, it has been much more challenging to recruit participants to my programs. This inspired my collaboration with Monona Yoga Center, which has it's pros and cons. I now need to share a percentage of the program income with the studio, which decreases my training income.

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**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.

Five years from now I see my school offering programs throughout the midwest for both yoga & breathwork. Beginning in Madison and expanding from there. I have finalized a 300hr Prana Vinyasa Affiliate Program to begin in 2019/2020, just need to find a venue available for the time commitment this entails.

I Would also eventually like to offer Transformational Breath Facilitator Training through my school. I am currently expanded my Transformational Breath offerings into workshops, all day intensives, weekend intensives and to eventually offer the full 6 day training seminar.

All of the above takes time and constant persistence. I've been diligently growing a following with the breathwork I offer in and around the midwest over the past ten years. The challenge again is a venue for a 6 day seminar. I've been exploring options, but haven't found the right fit yet, meanwhile the community is growing.

Finally, I'm ruminating on redoing my 200hr program to give a more unique edge over other local programs. I'm a Holistic Health Coach, Certified Raw Chef and trained in detox. I'd like to include nutrition and detox in my yoga training eventually and create some online modules to support the live in the class room 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.*

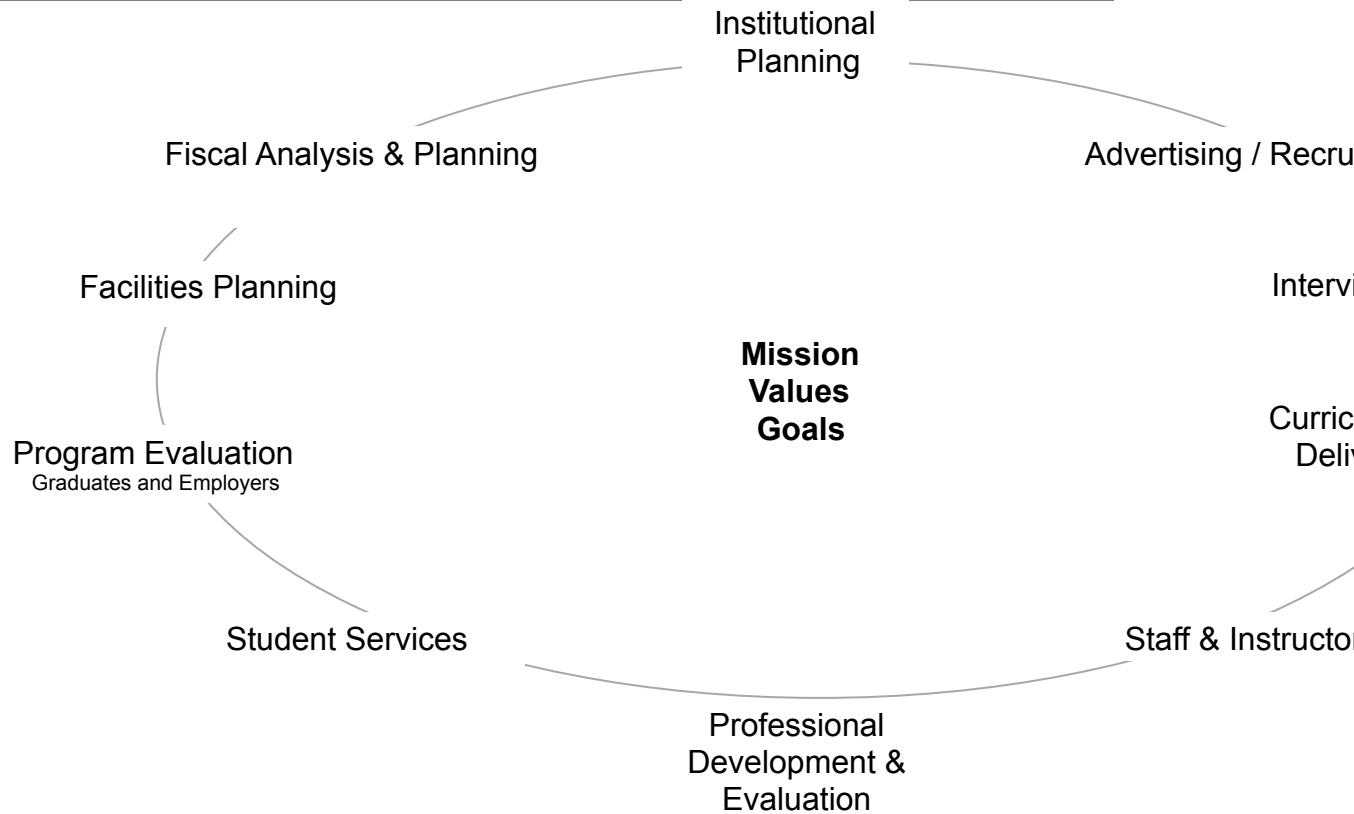
Signature of Authorized School Official: \_\_\_\_\_

Print or Type Name and Title:

Aubree Saia, Member

Date:

9/01/15





# **INSTITUTIONAL SYSTEMS**