

# 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:

Midwest Power Yoga School

## II. PLANNING ELEMENTS

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

We are a professional yoga teacher training facility that provides trainees with a solid base of yoga - both physically and spiritually. MPYS believes that yoga is accessible to every body. We strive to provide a strong balanced education to all of our trainees by teaching from the heart and mind.

**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.

Yoga teacher training is not just for those who want to teach yoga. In fact, it is for anyone who is looking to deepen their yoga practice. This opens our market reach to anyone in the community with a willingness to learn something new. Over the course of the last few years many of our yoga clients have been asking for a deeper education in more aspects of yoga than just the practice.

Our competitors are a couple local yoga studios within a 15 mile radius. One offers a Hatha Yoga Teacher Training and the other offers a Power Yoga Teacher training. MPYS has a combination of the two curriculums and offers an easy access schedule for its students.

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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.

Maggie Olson is the lead trainer, school admin, and owner of Midwest Power Yoga studio.

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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.

Strengths:

- MPY has been open for 6 years. YTT will continue to improve business and visibility.
- Solid base of regular students coming into classes and asking for more education.
- Easy training schedule - one weekend per month, plus options to attend classes at will
- Prenatal certified instructor in house (Maggie) can offer more information on the subject.
- Maggie also holds a number of other certifications in the fitness world and can teach to those as well.
- Recently moved to a new location (January 2018), this location is street level with much more visibility by patrons.

Weaknesses:

- Need more qualified yoga teachers. The training will directly address this.
- Local competition in area potentially has bigger advertising budget.
- Smaller class sizes could be a deterrent for people out of the community.

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

## Opportunities:

- Expand health and wellness to the community at large
- Offer jobs to community and build local revenue.
- Option to partner with other local studios that do not offer a YTT program

## Threats:

- Two other YTT programs available in the area.
- Main instructors must continue their own education. Maggie is currently finishing trainings with Wild Abundant Life and seeking more training through online and area resources.
- Pricing needs to be competitive, not over budget, but affordable for local standards.
- Potential over-saturation of market.

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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.

The current 5-year plan is to move the studio location in order to expand the student base. The new location will be a first level with a store front offering more visibility of the studio (currently on the second floor). A goal is to have 1-2 yoga teacher trainings per year with 8 students max. With smaller teacher trainings students will create bonds and feel more comfortable asking questions.

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**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:  
Maggie L Olson

Date:  
8/1/18