



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:

Nomaste Yoga

II. PLANNING ELEMENTS

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

The mission of Nomaste Yoga's 200 hour Teacher Training is to prepare our trainees to deepen their personal practice and give them the tools to teach vinyasa style yoga to a diverse range of students of all ages and abilities. Our goal is to give trainees a broad foundation in the study of yoga along with the knowledge to apply this study to their practice and teaching.

Our vision is to create a training that expresses our values in that this practice is meant for everyone. It is our hope to give our instructors the tools to individualize their practice as well as their students and allow for the process of self-discovery and personal transformation. We believe that this practice is designed to bring out the best in ourselves and we hope to create a program that encourages growth and integrity.

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.

Nomaste Yoga is a travel yoga studio. Our goal with this is to bring this practice to those who may not feel they can go to a standard yoga studio for any reason. We believe that Yoga is for everyone and wanted the nature of our business to reflect that. Our training location for this year is at The Yoga Loft in Green Bay. We have found this studio to have similar values to our own in that everyone is welcome. Many of our potential customers are through programs from Nomaste Yoga, from graduated students or the Yoga Loft itself. Our hope is that people are drawn to our training by our values and the reputation of integrity we've built in the community of Green Bay. Our lead instructor, Liz Langer, has also built a fabulous reputation around the understanding that each student is unique and helping people understand how the practice fits them individually, we believe that this is one of the factors that helps to set us apart from our competition (Green Frog Yoga, Pedretti Power Yoga). What we feel sets us apart from other trainings is the expertise and experience our lead instructor possesses. We intend on reaching students through word of mouth and referrals from previous graduates as well as advertising on our website, social media and print.

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.

Nomaste Yoga is owned and operated by Liz Langer. She will be the lead instructor for the program and is also the school administrator. Our school does not have advisory boards, however, we do strive to improve as best we can. Liz takes time to keep up on the latest research and also takes time to follow up and listen to feedback from clients and students. Specifically with the teacher training program we plan to evaluate based on student feedback (feedback is given through yoga alliance) as well as our own experience and make changes as needed to improve our program.

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.

I have attached to the bottom of this document a separate sheet which lists bullet points for each of the categories if needed for reference. Here are the goals based on those lists:

Strengths/Weaknesses:

1. One of our goals is to continue to build awareness and the reputation of our program. We continue to do this by using our connections in the yoga community for outreach. With this we would like to have our training information at a minimum of 3 separate studios/events in the area and plan on scheduling a demo class/info session at each of these locations. (this would need to be completed 1 month prior to each session of teacher training). We can measure the success of this objective by interest in the program or by students who sign up these locations. We feel that the effort would be worth it if even one student signs up because of these info sessions.
 2. One of our weaknesses is only having one instructor for the program. With this in mind we would like to set the goal to bring in 3 guest instructors during each session of our program. We feel this would help our trainees to be exposed to different perspectives and expose them to different styles of teaching.
 3. One of the goals we have is for our marketing. There is a lot of competition in the area and we would like to use our marketing to help us stand out. Our previous goal here was to advertise in 3 different mediums (website, print/flyers, and email). This year we would like to expand that goal to advertise on social media. With this our goal is to use facebook and instagram to generate interest in our training. We plan to work with the studio hosting the training to create posts on both these platforms. This advertising will take place 3 months prior to the training session and we can measure its success by interest generated based on these advertisements (outreach by shares on facebook, comments/messages from people interested based on the post, people citing facebook or instagram as 'where they heard of the training' in their application).
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D. SWOT ANALYSIS *(continued)***Opportunities/Threats:**

1. One of the threats we have is the many programs in the area. With so much market saturation something we would like to address is how we will make ourselves stand out among so many other programs as well as create a reputation that makes us unique. Our goal with this is to use our opportunity as a newer program to create this program exactly how we want it as a Vinyasa Training. We hope to stand out for our teaching style and can use this by promoting our training with demo classes, informational advertising, and using our ability as a travel studio to move around if necessary. Overall, this would be a long term goal that we will continue to evaluate our progress on yearly as we analyze our success (success can be gauged on number of students as well as student reviews through Yoga Alliance/student surveys).
2. One of our opportunities is that we are still a newer program in the area. With this we have the opportunity to really build our program to best benefit our students. Considering this we would like to set the goal to review and edit our training manual. During this review our lead instructor, Liz Langer, will work with previous students to find what worked and what didn't work with the manual, then using this feedback as well as our own observations we will work on revising our manual. These updates will primarily focus on reformatting/organizing the manual to make note taking easier and more intuitive for the students. This will be completed prior to the September 2019 training. (please note: this will NOT change the content of our course, content will remain the same as outlined in our catalog. This goal is only intended up update the formatting of the information in our training manual)
3. One of the opportunities we have is with the Yoga community. Our current location, The Yoga Loft, offers a lot of opportunity for outreach and connecting with the community through community classes. We would like to use this opportunity to offer our trainees the opportunity to teach in live classes as a part of their practicum. This will not only give our trainees the opportunity to work with real yoga students but will give them the opportunity to connect with the yoga community prior to graduation. In addition, this will also benefit our program by increasing community awareness and trust which in the long run will hopefully lead to more students choosing our training. Our goal is to offer a minimum of 10 public classes during the upcoming teacher training. These classes will be free to the public and will be led by our teachers in training. We can measure success of this goal by the community connection (do students come back for multiple classes? do the teachers build relationships with their students? Does this generate interest in our program from a marketing standpoint? (interest can be gauged by questions about the program as well as future student applications))

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.

In 5 years I would like this school to be established with a strong reputation for Vinyasa Yoga. I would like our reputation to be the go to in the area for this style of Yoga and hope that the instructors who go through our training are considered to be well rounded, knowledgeable and sought after in hiring.

Since Nomaste is a travel yoga studio, I think this makes our position on the market unique in that there may be the possibility to travel with this training and take it to other YMCAs or studios we have connections with around Wisconsin.

Starting out I will be the only lead instructor for this training. I am hoping within the next 5 years to have an assistant instructor to help me guide future trainings.

Update: 2018

I believe our school is on the pathway with the previous 'future think' outlined above.

I feel we have made great progress on establishing our reputation for Vinyasa Yoga. We have graduated 2 classes of instructors so far and have received very positive feedback on our training. Students have commented that they feel the program is well rounded and that they appreciated that our training prepared them to teach many styles of classes. All of our instructors have been able to find employment as teachers by the end of the training. We would like to continue to build on this reputation and create more visibility for our training through the marketing objectives outlined above.

Unfortunately, our initial thought on working with other YMCAs does not seem feasible. However, we have been able to utilize our position as a travel studio to bring our training to a new studio and will be holding our upcoming training there. So far this new location has been wonderful to work with and has been a huge draw for students in the upcoming training. It is my hope that we can continue to work with this studio for the foreseeable future.

I am currently still the only lead instructor for the training. However, as our program continues to grow I hope to have the opportunity to work on bringing an assistant in for future trainings.

Overall, I think we have made progress in establishing our training and figuring out where we want to be. 5 years from now, I hope we will have continued to grow on this path and I hope we will have a firm reputation as one of the top trainings in the area. In addition, I also hope to have established our 500 hour teacher training program where students can continue to study with our school.

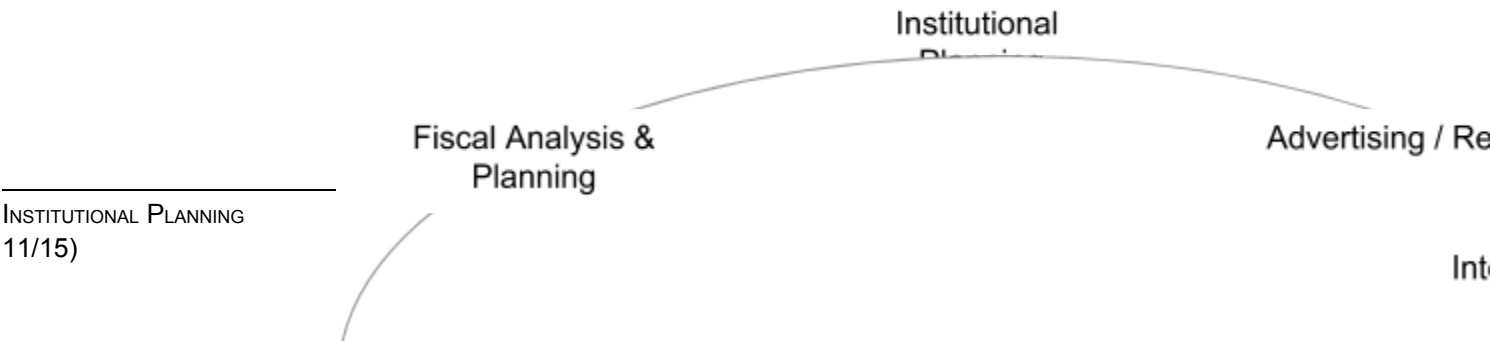
III. SUBMISSION

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:
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INSTITUTIONAL SYSTEMS



Facilities Planning

**Mission
Values
Goals**

Program Evaluation
Graduates and Employers

Student Services

Professional
Development &
Evaluation

Staff & Instru

Strengths:

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- Level of training/background of lead instructor: BS, 500RYT, trained in many areas
 - Connection to the Yoga community: Travel studio and reputation built in Green Bay over the years.
 - Marketing: we will be able to market and represent our program well.
 - Reputation as 'someone to learn from'
 - Great reviews from previous students (Previous students are referring new students)

Weaknesses:

- only one instructor
- Nomaste doesn't have a physical location
- Still a newer training in an area with lots of competition
- Not a ton of extra funding
- Could benefit from an assistant (not a lot of extra funding to afford one for the entirety of the trainings)

Opportunities:

- Travel studio: maybe in the future this training will move around?

- Newer program: We continue to build the program to best benefit the students
- Connections to the yoga community: these connections help us find students and locations

Threats:

- Competing with many other similar programs
- Market saturation: there are alot of certified instructors and a lot of trainings, how will we continue to find students?
- Changes in market: the style and way people practice yoga seems to follow trends, how do we make sure our training is relevant and keep interest?