

INSTITUTIONAL PLANNING

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STATE OF WISCONSIN
EDUCATIONAL APPROVAL BOARD
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II. PLANNING ELEMENTS

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

OUR MISSION

The Perennial WISDOM Teacher Training Program is designed to give students an in depth knowledge of yoga techniques, asana, philosophy, meditation, pranayama, anatomy and teaching methodology so they can go forth and share their love of yoga with others. In addition, we explore yoga's ancient past addressing many questions concerning the art and science of yoga today. Our program is inclusive and offered in a way that is accessible for any level of student wishing to deepen their understanding of yoga.

Perennial WISDOM Teacher Training Program is a 200 hour yoga teacher training course using standards established by Yoga Alliance (www.yogaalliance.org). The course includes a 4-day Immersion and 9 weekends, along with assigned readings, homework and observation requirements. Upon successful completion of Perennial WISDOM's TT Program, students will be awarded a Certificate of Completion and be eligible for registration with Yoga Alliance as a Registered Yoga Teacher (RYT) at the 200 hour level.

OUR VISION

Our vision for the Perennial WISDOM Teacher Training program is to create an inspiring and insightful space so our students can learn, experience, integrate and teach yoga.

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.

The Perennial Wisdom Teacher Training Program provides a 200 hour level training program in accordance with the standards set forth by Yoga Alliance, The 200 hour program , proportioned in the various categories of training, philosophy methodology, anatomy and physiology, etc. attracts individuals who wish to become a yoga teacher, or students who simply wish to deepen their understanding of yoga. The 200 hour program provides an excellent foundational understanding of the practices of yoga and meditation and prepares it's graduates to teach yoga at an entry level.

The training, which is on weekends, is attractive to students who work or have other life commitments on weekdays. The primary way students become aware of the program is through the studio that the teacher training is part of. Other ways students find the program are through advertising on Facebook, Yoga Alliance and through word of mouth.

Our competitors are the other Yoga Alliance approved programs in the State of Wisconsin and nationally and even internationally. Our program places a heavy emphasis on the spiritual and philosophical and lifestyle aspects of the practice whereas others in the Madison area lean towards an emphasis on the physical aspects.

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.

The Perennial Wisdom Teacher Training Program is a major programmatic component of Perennial Yoga and Meditation, LLC. Meg Sirchio is the sole owner of Perennial and therefore has ultimate responsibility and authority for the program as well as all other components of the business/studio. Keith Borden co-leads the teacher training program with Meg and has a large role in creating the curriculum as well as leading and conducting the training. Several other Perennial teachers take part in delivering components of the program based upon their areas of expertise. Administrative tasks are handled by the studio manager and student tuition is managed by the studio book-keeper.

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

1. Strong partnership and collaboration between Co-Directors
2. The teacher training program offers students exposure to master-level teachers
3. Program is in Fitchburg instead of Madison
4. Our program attracts a wide age range of students from young 20's to baby-boomers.
5. Our philosophy, in line with the Perennial philosophy, offers students permission to develop their own teaching style and voice.
6. Weekend-based program and condensing it into 8 segments every other weekend is an attractive option for working students

Weaknesses

1. The size of Madison and the high number of teacher training programs makes for high level of competition
2. Our program is new, thereby having less of a track record and fewer graduates to testify to the value of the program
3. Per program enrollment is lower than our optimal number
4. Lack of awareness of the teacher training program, especially in outlying areas.

Opportunities

1. As Perennial Yoga and Meditation grows our teacher training program can draw from a larger base of students
2. The program is located at Perennial and in the Fitchburg community – which is situated inside a rapidly growing and expanding community of middle to upper middle income households that are a prime target for the yoga market
3. Use the developing brand of yoga at Perennial, called Wholehearted Yoga, to structure and train students in the teacher training from.

Threats

1. The program places a high demand on two co-directors in terms of time and energy
 2. Large number of programs in the area
 3. Not enough elaboration on the distinction between our program and others in the area is currently being communicated
 4. The expanding schedule of classes at Perennial is making it difficult to arrange training space for the teacher training program.
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D. SWOT ANALYSIS *(continued)***Goals:****Based on Strengths and Weaknesses**

1. By 8/2015 reach an optimal number of 10 students per teacher training program.

Measurement: Enrollment statistics

Update: Goal Accomplished: The last two sessions have had 11 students enrolled and we are moving towards class sizes of 15.

2. By 11/2014 begin to conduct expanded outreach and promotion in outlying communities within a 50-60 mile radius.

Measurement: By 2/2016, 25-30% of enrollees come from a community outside of Madison/Fitchburg.

Update: Significant Progress: We have had students from Janesville and Viroqua. We changed our format to weekends only (we used to have 5 Wednesday night sessions as part of the program) and this is making it possible for students to come from further distances.

3. From 9/2014 forward, include in every teacher training program the opportunity to learn from a Master Teacher.

Measurement: Program Catalog and Syllabus.

Update: Goal Accomplished: Every program has included a weekend immersion with a visiting teacher who has significant influence in the "yoga world."

4. 10/17: Develop a marketing plan for each session. Include timelines, new promotional materials and explore new ways to reach students. Utilize print, social media and events to promote.

Measurement: Number of students in next session

Update: We had one of our largest enrollments for our Winter/Spring session with a total of 12 students. In addition, of our last two programs, 10 students were brand new to Perennial.

5. 8/18: Continue to market our Teacher Training program the Madison and South Central Wisconsin yoga community in 2019. Our goal is to continuously work to distinguish our program from other similar programs in the area. Our tools of measurement will be attendance and enrollment in our upcoming Summer 2019 Teacher Training.

Based on Threats and Opportunities

1. By 8/2015 design a format for the teacher training program that doesn't require both co-directors to be present for the entire program.

Measurement: Program schedule and division of responsibility listed.

Update: Goal Accomplished: Meg and Keith have organized the curriculum so there is a division of time commitments.

2. By 6/2015 have a collection of positive testimonials and excellent employment outcomes to communicate the quality of the program with.

Measurement: Minimum of 5 positive, written testimonials and 70 percent employment rate among those graduates who desire to teach.

Update: Goal Accomplished: 27 graduates have reviewed us on the Yoga Alliance website. Our overall rating is 4.7/5.

3. By 8/2015 identify alternate, adequate space for portions of the teacher training program other than at Perennial.

Measurement: Formal arrangement with another facility/space.

Update: In Progress: By February of 2017 we will have 3 studio spaces and ample room to conduct our teacher training program.

4. By 8/2015 the curriculum for the teacher training program will incorporate the Wholehearted Yoga concepts into it.

Measurement: program syllabus incorporates concepts.

Update: Goal Accomplished.

5. 10/16 Explore opportunities for adding a 500 hour teacher training program.

Update: Due to travel schedule our co-directors, the 500 hour training program is being put on hold. We are researching other teachers who would be able to co-direct for 2019 or 2020.

6. 8/18: By December of 2018, have our Summer Teacher Training Program (2019) on our website and ready for students to apply, register and enroll. Market this teacher training to studios in towns outside of Madison. In addition, have at least 10 students enrolled for our 2019 summer teacher training program.

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.

Three apparent aspects of the program in 5 years:

1. As the “brand” of yoga offered at Perennial Yoga, called Wholehearted Yoga, becomes more rooted into the studio it will also be infused into the teacher training program.

Update: Accomplished

2. The program will stand on it’s own fiscally.

Update: Accomplished

3. Graduates of the Perennial Wisdom Teacher Training program will carry out vital roles within the Perennial studio – by teaching classes, mentoring other people in the teacher training program and being a vital member of the Perennial community.

Update: Accomplished - 5 of our recent graduates are teaching regularly on our schedule and several more sub regularly.

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.

Meg Sirchio

Meg Sirchio, Owner

8.20.18

INSTITUTIONAL SYSTEMS

