

INSTITUTIONAL  
PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
MADISON, WISCONSIN 53708-8366  
(608) 266-1996

The Educational Approval Program (EAP) 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 EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and 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 EAP 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:

TRUE Studio Yoga School

II. PLANNING ELEMENTS

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

To provide quality 200hr Yoga education in keeping with Yoga Alliance requirements to our students

**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.

Nature of school : Yoga Studio

Exisitingand potential customers:

Students of yoga wanting to learn more about the field of yoga for their own practice goals and to help others.

Customers know that we are in business through out website and through our advertisements on the Yoga alliance website.

Our competitors are other yoga studios offering 200hr RYT certification throughout the state of wisconsin.

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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.

Management team includes Stefanie Kuerschner, MBA, 500hr RYT who is the school administrator and lead instructor. Other 500hr and 200hr ERYT instructors also contract with the program as needed to provide the school with a diversity of background and well rounded educational experience for the students.

Yoga alliance standards, continuing educational courses are required of all instructors to ensure course quality.

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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/ weaknesses:

Quality education by expert 500hr instructors who have a positive reputation and reviews with our students and the yoga alliance. (For the 2018-2019 year we will continue to build on this positive reputation)

The only 500hr RYT program in the Rock County area. (Continue advertisement using this vantage point in Rock County)

Weaknesses: (We have had to put our programs on hold due to studio restructuring as a result of divorce. Next studio education will be in June 2019 and we will advertise once approved by the EAB. We are focusing on this date in the future because of the need for school stability)

Opportunities: Rebuilding strong school values with a fresh start and strong focus on summer programs.

Threats: Other RYT programs in Dane County and Rock County. We will continue to advertise quality in the Rock County area and serve this population.

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

TRUE studio serves a unique market and by focusing on our summer intensive programs we can build a strong once per year 200hr RYT that serves a unique population in the Rock County area

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**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Strong Rock County 200hr RYT program with a focus on serving a community that needs more yoga teachers. We will offer 2 trainings per year in June and January and continue to serve the yoga community.

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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:

Date:

Stephanie Hueschman

10/12/2018

# INSTITUTIONAL SYSTEMS

