

INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)
Form EAB 1.10 (Rev. 02/12)



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:

Wild Abundant Life, LLC DBA Wild Abundant Life Yoga School

II. PLANNING ELEMENTS

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

We are committed to helping each student broaden his/her knowledge of yoga and take his/her personal yoga practice and outlook on life to a new level. This program will allow students to transform themselves physically and spiritually into an authentic yoga teacher.

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.

Wild Abundant Life Yoga School is a a business that teaches individuals how to broaden their knowledge of yoga and be able to teach a safe, comfortable, yoga class for 60 minutes. Current clients typically come from the community of students that practice yoga with Debbie at public classes in Milwaukee, Appleton and Sheboygan. The school accepts a maximum of 15 students a session to ensure complete competency in teaching at a national level. Most students are drawn to the school, because they enjoy the Vinyasa method of yoga and attracted and drawn to the teachers at Wild Abundant Life. Most students find the yoga school by practicing yoga at the studio, or have taken a class with Debbie. Most of the competition comes from schools with higher marketing budgets and lower prices. Wild Abundant Life also teaches a more comprehensive program locally with a higher level of difficulty.

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 school is owned by Debbie Russo of NEXT YOGA, and taught and directed by Deborah Williamson. Deborah teaches the program with maximum number of 15 students per session and often adds a facilitator in training to learn how to teach a similar program at their studio. This model illustrates that competition is not a problem and the more all teachers, owners and school operators train together the more the whole yoga community and awareness grows.

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

1. Expand core demographic to include more students over age 40 by January 2018.
2. Incorporate a greater percentage of curriculum relating to yin & restorative yoga and special populations in addition to vinyasa yoga to attract an older demographic.
3. Continue staff development by coaching, training and developing substitute teachers each session with a scheduled formal training to expand attendance or offerings.

Opportunities / Threats

1. Threat - Saturation - Almost all studios have their own yoga teacher training programs. Our greatest challenge is highlighting the importance of training content and instructor experience as deciding qualifiers and points of research for students who are evaluating potential trainings (including Wild Abundant Life). Newer students are more often motivated solely by location & lowest price, and while these are factors of important consideration, students are often confused on how to evaluate program content and experiences from program to program as an additional deciding factor. We hope to launch a video campaign to share tips and info to attract an audience interest in quality of education.
2. Opportunity - Our Milwaukee Training facility now consists of many of the teachers we have trained for that studio in previous years. This year, we'd like to feature some students in a video.
3. Improve the quality of marketing materials. Find a balance of being paperless, design and make available an annual postcard to be distributed at events, lectures, and area businesses. Each year we strive to better describe what is unique about our philosophy and curriculum.

D. SWOT ANALYSIS *(continued)*

Wild Abundant Life, LLC continues to grow and serve other Yoga Studios by assisting them in opening and operating their own schools to continue growing, thriving and growing a local community of empowered individuals to elevate and serve the world together in goodness.

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

Many of our graduates have now successfully created their own yoga schools with our help, and this was a goal of ours - to see this happening. They are carrying the torch with an emphasis on quality and an integrated approach to body/mind wellness.

We would like to continue to stress that yoga is not a one size fits all strategy for wellness, and that every student on the mat will have differing needs based on body type.

While many schools speak to this in a superficial sense, few teach how compression and tension and the size and shape of an individual's bones will affect mobility, strength and flexibility. This understanding can not only improve quality of life and overall wellness over time, but can prevent injury and allow more "non-traditional" students of yoga to get benefit from a yoga practice and also feel accepted and successful in a yoga practice.

We would like to, in the next 5 years, increase our school's reputation as one with a deep understanding of not just vinyasa yoga but other restorative modalities as well.

III. SUBMISSION

Professional
Development &
Evaluation
