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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:   Yoga Roots Racine |

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| **II. PLANNING ELEMENTS** | |
| **A. MISSION.** Describe your school’s mission and vision, which identifies its purpose and its core values.    Yoga roots mission is to maintain an intimate and comfortable environment for people to grow. The Yoga Roots Racine Training Program (YRRTT) offers a program that honors the authentic tradition of yoga and its relevance in modern life. YRTTP is open to students who are interested in becoming a yoga teacher or who want to deepen their own personal practice. YRTTP is committed to supporting authentic students on their journey demonstrating to becoming strong participants and leaders within the yoga community. | |
| **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.  Our nature and business is to serve and help others. The studio is built on the principle of the act of giving and the devotion to service. Potential customers are those interested in personal well-being: physical, mental, and spiritual. Yoga Roots is a source for offering those wanting to raise their yoga practice to the next level. Yoga Roots uses personal conversations, social outlets and newspaper ads to inform interested participants. Yoga Roots offers the only Yoga Alliance certified Yoga Teacher Training program in Racine County. | |
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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.  The management team consists of the studio co-owners. The co-owners meet on a weekly basis focusing on studio planning, financial growth, studio uses, and evaluate classes. There is not an advisory board, but there are meeting four times per year which includes all contracted teachers to discuss studio issues. | |
| **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: The studio has well trained instructors current with professional development, plus a very personable and welcoming environment and instructors.  Weaknesses: The amount of time at our facilities to meet all the required hours for the training is significant, plus the expenses involved in the training can be a burden.  Goals: We hope to increase the number of students in YRRTTP by spending more time in advertising and recruiting. We also hope to spend more time in the community demonstrating and talking about the program.  Goal: We would like to bring in more specialists to enhance the curriculum and bring new experiences to our community.  Goal: We would like a stronger budget to address unanticipated expenses and cover the cost of outside instructors for special workshops. | |
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| **D. SWOT ANALYSIS** *(continued*) | |
| **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.  Future: Five years from now Yoga Roots Racine will be the best and most respected Healing Arts Center in Southeast Wisconsin. We will offer both 200 hour teacher certification and also the 500 hour teacher certification. YRR will be financially sound to ensure that 5% of the gross revenue will be donated to local causes. Also in five years YRR we will be able to offer various other yoga certifications including BARRE, Children’s, Yin and other yoga specialties. | |
| **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:  Mary Totero and Cindy Westman | Date:  11/25/2017 |

**Institutional Systems**

Institutional

Planning

Interview / Enrollment

Fiscal Analysis & Planning

Advertising / Recruitment

Facilities Planning

**Mission**

**Values**

**Goals**

Curriculum Development, Delivery & Evaluation

Program Evaluation

Graduates and Employers

Staff & Instructor Selection

Student Services

Professional Development & Evaluation