

# 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:

Yoga Six

## II. PLANNING ELEMENTS

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

Yoga Six believes that everyone deserves the mind-body experience of yoga. We know that by connecting students to a practice that is energizing, empowering and fun, we can deliver life-enhancing benefits. That same principle and goal applies to our 200 Hour Teacher Training program. We deliver exceptional education and a well-rounded curriculum to budding teachers and those looking to deepen their practice. We aim to provide students with an in depth and comprehensive understanding in the basic theory and practices used to guide yoga in a safe and effective manner. This extends far beyond just educating students on the basic theory and practices used to guide yoga in a safe and effective manner. It also includes being able to hold the seat of the teacher, to communicate effectively, to be inquisitive (aka, don't just take on what we say as fact - try it on), to practice witness consciousness techniques and to never stop learning. We know that teachers who do these things grow and evolve and provide a truly amazing experience, as opposed to "just a workout."

**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 existing and potential customers are made up of a blend of students who have the intention to teach (typically 60-70% of enrollees) and those who only wish to deepen their practice (30-40%) yoga. Those with the intention to teach may have been practicing for a while and had it on their bucket list of "someday." They may already be working in health or fitness and are looking to expand their offering or education. They may be existing students of the studio where the training is hosted, or have found the Yoga Six school via online research or past attendee referral. We advertise our program both in studio (through flyers, take-away post cards, and announcements), via Facebook ads, website blog posts, targeted email campaigns, and google ad words. We are also searchable on Yoga Alliance, the body that oversees all certified yoga schools. While many other local schools in Milwaukee (including Milwaukee Power Yoga and Yoga One) are Yoga Alliance 200 Hour RYSs, our emphasis on not just the nuts and bolts of asana, but on how to thrive as a teacher. Our lineage of teaching stems from the Rajanaka Tantra school of yoga, while the vast majority of trainings stem from the Ascetic/Classical lineage. This provides a unique flavor that resonates deeply with

---

**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.

Kelly Turner is the Director of Education for Yoga Six, and oversees the programming and Yoga Teacher Training nationwide. She is accessible to all applicants and participants/students. Kelly also leads trainings, and trains other facilitators/trainers. She is the main point of contact for all facilitators, to gather feedback, make adjustments to curriculum, handle student/HR issues, and schedule new trainings. Feedback is gathered consistently not just from the other lead facilitators, but also support staff and students. All facilitators (both lead and supporting) along with the brick and mortar studio location staff (managers and client advisors), and teachers all provide promotion of the training program/school to interested students. Many are graduates, so can speak to the experience firsthand should students approach with a curiosity about signing up.

---

**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.

**S:** The Yoga Six YTT is a quality program with exceptional faculty. The reviews and word of mouth from program attendees and graduates consistently work in our favor.

**W:** As Yoga Six is still relatively new to the Milwaukee market, we are still proving brand awareness and name recognition, as well as building up our student base.

**O:** As we continue to grow and become more known in the city, we have the opportunity introduce more customers to a very high quality yoga educational experience. Additionally, as the program produces high quality teachers, the reputation amongst other yoga studios will grow as the grads go out to audition and teach throughout the city.

**T:** The competition from other local yoga studios' teacher training programs have been around longer in the community and are more well known for the time being.

**Goals S/W:**

1. Continue to build our member base in studio and presence in the community in order to increase brand awareness. Also expand social media promotion for YTT in local area during the months leading up to the program. Can track and measure the impact for clicks, plus capture information on where people find us via the online application.
2. Increase Local Promotion, through advertising advertising in local print media starting 3 months before training. Includes posting printed flyers and postcards in strategic locations throughout town.

---

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

3. Have ongoing connection to SEO and Google Ad Words both for studio awareness and our YTT program. Able to track metrics of clicks and response from these efforts to see if it is a successful source of driving traffic.

4. Have presence at key events in Milwaukee (to be determined by studio manager) in order to increase name recognition.

5. Highlight recent YTT graduations to speak on their experience in our program. Can be done in studio (at info sessions) through blog posts and articles, and other venues.

**Goals O/T**

1. Have lead faculty and studio manager attend yoga classes to assess quality of teaching from other studios offering trainings in order to understand vibe and focus of the studio.

2. Ensure regular classes are well attended and quality of group classes is top of the line so students get excited about the quality of yoga and sign up for teacher training.

3. Perform a post training evaluation to get testimonials and improve in areas that didn't resonate with students. Utilize these testimonials in marketing materials to promote the program.

4. Continue to integrate graduates of the program onto the studio's teaching staff to give them the platform to utilize their education and skill in a practical workplace.

---

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

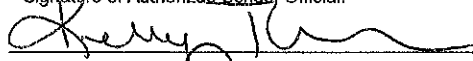
Yoga Six will continue to develop and grow in the state of Wisconsin, leading to more successful trainings that support students in achieving their goals -- be it to teach professionally or simply to deepen their yoga practice. We also aim to have more lead facilitators trained to give our best teachers the opportunity for growth in their careers.

---

**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:  
Kelly Clifton Turner

Date:

11.20.2018

# INSTITUTIONAL SYSTEMS

