



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 an institutional plan during the annual renewal process. Although similar to a strategic or business plan, the institutional plan schools must submit 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 in the institutional plan.* Institutional plans must address the five elements identified below and provide the information requested.

I. SCHOOL INFORMATION

Name of School:

Jewel in the Lotus Yoga, LLC

II. INSTITUTIONAL PLAN ELEMENTS

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

Breath of Life is committed to sharing the wisdom of yoga in a safe and nurturing space in order to bring greater health, happiness, and well being into the lives of those in the community. Breath of Life's teacher training program is designed to give students a thorough in depth study of the many limbs on the great tree of yoga; awakening the unique teacher within each individual.

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.

It is our goal to offer and create a sacred space for yoga practice and self-exploration through all kinds of movement and expression. Our offering is universal and available to all who are interested. We embrace yoga as a natural path to freedom.

Global Statistics for 2021

1. The average person practicing yoga in the US spends \$62,640 during their lifetime on yoga, including classes, workshops, and accessories.
2. 2. Does yoga really help with anxiety? Yes, it works like a charm. (this is important to note, because anxiety is higher than it's ever been since the pandemic started)
3. 3. 94 %of Americans who practice yoga do it for making an improvement to their health.
4. 4. There are almost 14 million yoga practitioners over the age of 50 in the US.
5. 5. The children of "yogis" tend to practice yoga as well — yoga statistics show that 37% of yoga enthusiasts also have children who enjoy it.
6. 6. The UK accounts for over 10,000 yoga instructors.
7. 7. According to yoga statistics from 2018, interest in yoga has increased over time, peaking in January each year.
8. 8. 54% of yoga practitioners report that yoga helps them release tension.
9. 9. It's been estimated that more than 55 million people will start practicing yoga by 2020.
10. 10. Over 85,000 participants (US adults) indicated in a new study that they practice yoga, which is an increase of 5% during a 5-year period.
11. 11. Yoga triggers musculoskeletal pain in 10% of cases and is reported to deteriorate 21% of existing injuries, according to yoga injuries statistics.

As you can see from the statistics, yoga continues to grow and expand. Many are embracing the healing benefits of yoga for both mental and physical health and are willing to financially invest in it.

From my experience in the Madison yoga community, I have quite a wide range of people showing up for yoga classes and trainings. Ages ranging from 19-65, people of all ethnicities and backgrounds. However, there are many more women practicing and training than men in Wisconsin. But, in other parts of our country and the world, there seems to be many more men getting involved in all aspects of yoga. So I feel there is room to grow male clientele.

I also feel that many people aren't interested in teaching yoga, but are very interested in deepening their experience of yoga. And are also very interested in personal transformation and healing. I am beginning to highlight these concepts

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.

I, Aubree Saia am the owner, director and lead teacher of the teacher training program. I manage the entire teacher training program. These responsibilities include advertising for the program, reviewing & accepting applications, accounting, teaching the weekly training sessions, reviewing homework, scheduling guest teachers, and being 100% available to students. My vision with the school is to create community and opportunity, for everyone to explore yoga and other healing arts.

I am now using Leslie Kaminoff's online Anatomy. This course meets the yoga alliance anatomy requirements.

I've also created hand on assist videos to create an accessible process for learning this aspect of teaching yoga virtually.

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.

Offering a teacher training program is one of the most abundant ways for me to share my experience and knowledge of yoga to those looking to become yoga teachers, those with a desire to deepen their understanding of yoga, and those seeking self growth, empowerment and transformation.

I now offer my own Yoga Alliance approved teacher training program biannually, I am now connected with Shiva Rea and her yoga school Samudra School of Living Yoga as an affiliate teacher. I am listed on her website as a Prana Vinyasa® Teacher Trainer with all of my training programs through her pulse newsletter. It is my hope this will magnetize those individuals looking for a more thorough teacher training program.

The Breath of Life teacher training program, The Art & Science of Vinyasa Yoga, incorporates Embodying the Flow & Mandala of Asanas into its program. This creates an even more thorough & complete program for students to explore.

Now that I have the title of Prana Vinyasa® teacher trainer, I have the support of Samudra's advertising and larger global community. My presence at yoga conferences, senior teacher trainings as assistant and festivals around the world has supported the communities' awareness of who I am and what I offer as a teacher/trainer, healer and guide. I continue to embrace social networking like facebook, linkedin and instagram to help spread the word.

I have rebranded my self at The Breath of Life ~ Sacred Living Arts, and will be working on my new website this autumn/winter. Part of my plan is to have an online academy on my new website. With the current state of the world, I'm trying my best to shift as much of my work to the virtual world. This actually can open me up to a much larger community, beyond locals in the Madison and surrounding areas.

I've created a yoga training video and circulate it through various mediums on the internet and in emails. I also create short promo videos to circulate in social media.

D. SWOT ANALYSIS *(continued)*

I am now offering a referral credit to past trainees for anyone they refer my training program to. Word of mouth seems to be one of the most powerful ways to promote yourself as a yoga teacher.

I advertise at all the venues I teach and lead workshops. This includes yoga studios and festivals throughout the midwest region.

I've created an entire Launch plan to promote my yoga teacher training programs. This includes 2 runs of Free Facebook series and Free Master Classes so I can develop a relationship with prospective students and give them a taste of how & what I offer and teach.

I strongly encourage interested parties to schedule a Visioning call with me to discuss the program and if we are a good match.

Since the pandemic, I have opened the door to discuss payment plans on a case by case basis

I also now offer a full ride scholarship to either 1 BIPOC or single parent. This to give support to more challenged populations, but it's also another way to get the word out about my Yoga Training Programs

I also have created live fb and ig invites to my programs and free events leading up to the programs.

The greatest threats I see are:

Over saturation of yoga training programs, many of which are not of high quality
I stand firm in having my program extremely thorough and over an extended period of time have been gathering testimonials about the quality of my program and have posted them online via my website and drop in social media.

The devalue of yoga teachers from groupon, free yoga everywhere, and hundreds of teachers looking for employment, again many of which are not well trained and therefore do not perform at a high level, but do get hired to fill unwanted time slots and are willing to teach for low pay.

The Dilution of yoga these day you can experience yoga in a myriad of ways, that aren't necessarily in alignment with the core of what yoga is.

Doggy Yoga, Aerial Yoga, wine & yoga.....etc

I am very traditional in my approach to teaching yoga and training teachers because that is how yoga most effective

Lack of offering my training programs at a yoga studio

since I closed my yoga studio, it has been much more challenging to recruit

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.

Five years from now I see my school offering programs via an online academy. This may include yoga teacher training, raw food, breath, and TRE workshops.

I have co-created a year long virtual 300hr Advanced Yoga Teacher Training Program with Amy Pearce-Hayden. Founder of the Raja Hatha School of Yoga & Tantra Wellness & Yoga. The first launch of this program began in March of 2021 and we intend to offer this again in March 2024.

Finally, I'm ruminating on redoing my 200hr program to give a more unique edge over other local programs. I'm a Holistic Health Coach, Certified Raw Chef and trained in detox. I'd like to include nutrition and detox in my yoga training eventually and create some online modules to support the live in the class room training. Although I haven't put anytime or energy into this concept into making this happen; I carry these ideas with me since I've rebranded and created my new Breathoflife.love website.

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.

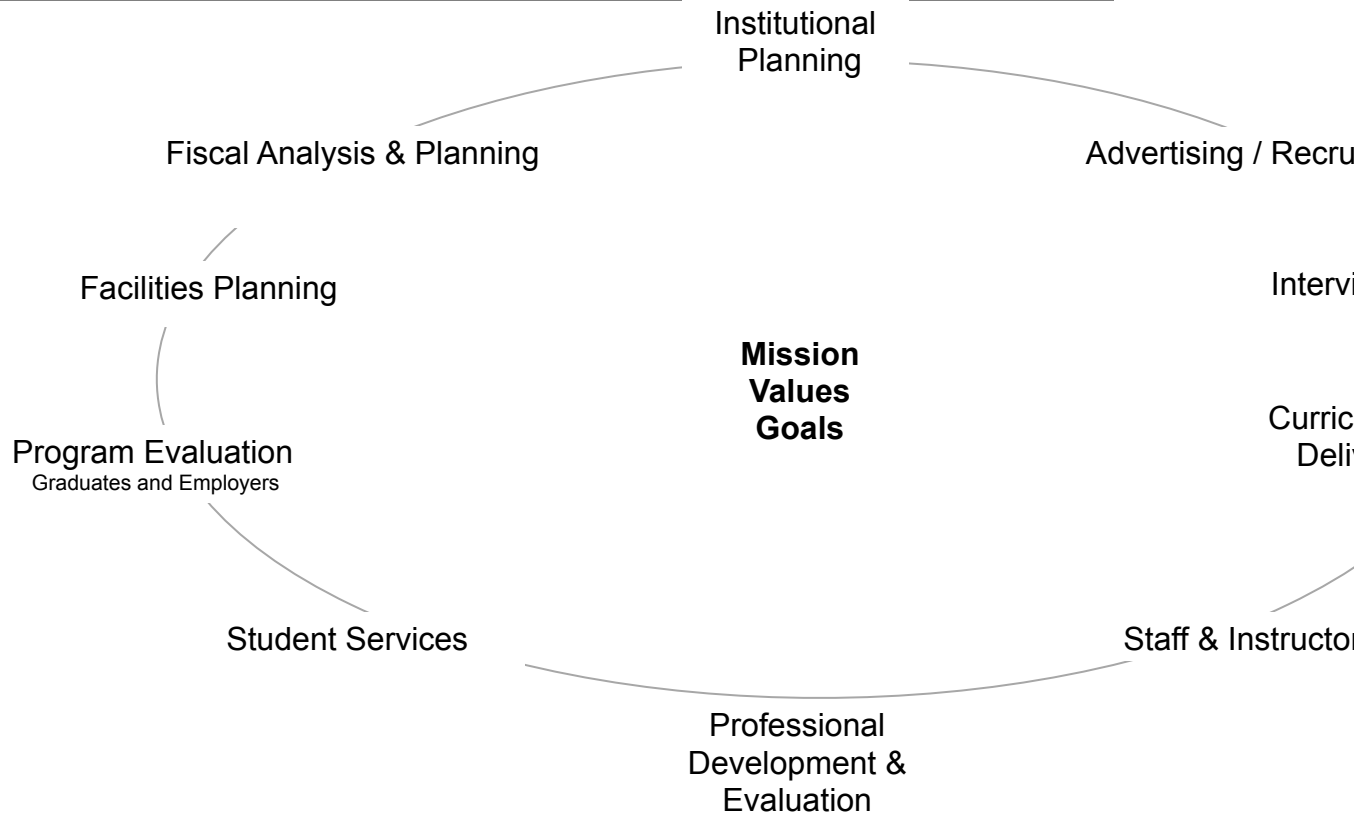
Signature of Authorized School Official:

Print or Type Name and Title:

Aubree Saia, Member

Date:

08/17/22



INSTITUTIONAL SYSTEMS