

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. BOX 8366
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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:

Dragonfly Hot Yoga

II. PLANNING ELEMENTS

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

The Dragonfly Hot Yoga Teacher Training Program is a hands on program designed to create competent yoga instructors to serve not only our community, but many other communities as well. Our mission is to not only develop high quality yoga teachers, but teachers that embrace our philosophy of "every shape, every size, and every person" Graduates of our program will be well-rounded, confident, compassionate and ready to serve the diverse needs of individuals and groups of 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.

Many of our potential and current clients are motivated to enroll in our school because many of them have started out as clients themselves. They have learned through their experience at Dragonfly what yoga can do for them, and they want to take another step, and share that with others. Therefore we get a lot of business through word of mouth, but maintain an active and traditional media and social media presence.

There are a number of other teacher training programs in Madison, WI and as we find ourselves having survived the pandemic thus far, there are many national virtual training programs available. However, we do not see them as competition, rather we view our training as an addition to a growing marketplace that will provide an alternative training experience.

The Dragonfly Teacher Training Program caters to a more diverse, yoga community. Our focus is on practical teaching. Many times starting on day 1 of training, students in our program will teach to the public, and continue throughout the training. We offer free community classes that will allow our teachers in training to teach to a wide variety of bodies, that enables continued focus on learning to teach to “every shape, every size, every person

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 Owner, the Chief Operating Officer, a General Studio Manager, an Assistant Manager, the Director of Instruction and Teacher Training, a Marketing Director, an HR Director, and a Director of Creative Strategy. Out of the 8 members of the management team, 5 are certified yoga instructors, two of the team members have graduated from the Dragonfly Teacher Training Program. The owner and Director of Teacher Training have worked together to help shape the curriculum. All 8 members of the Management Team handle the business/administrative facets of the program.

The majority of the teaching is handled by the lead instructor and Director of Teacher Training mentioned above. The Director of Teacher Training is an experienced instructor with 32 years of teaching in the public schools. She is also an experienced yoga instructor with the designation of E-RYT from Yoga Alliance. Other instructors also contribute to teaching parts of the program at the discretion and with approval by the Director of Teacher Training

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:

1. Strong support system went into developing the initial program. This includes curriculum, and administration operations
2. Strong student base, many current clients have gone on to enroll in the training.
3. Staff are knowledgeable and experienced.
4. We currently have 4 studios in which to draw potential students from.
5. We have produced many strong graduates of the program who are now teaching with our company.
6. 90% of graduates from all of our training thus far, are teaching somewhere

Weaknesses:

1. We are entering our 14th training program, number of enrolled students have dropped post pandemic.
2. We continue to offer two training programs a year, one spanning nights and weekends, and one an intensive 3 week training, this could limit our student base. Had to cancel a Summer Training for the first time, due to low enrollment.
3. There could be an eventual plateau of potential students due to the growth of yoga and flooding the market, and other virtual offerings
4. Staff/Teacher turnover has continued to increase

D. SWOT ANALYSIS *(continued)*

Goals based on Strength and Weaknesses:

1. Continue to strengthen and evaluate the curriculum. At the end of each training, a survey will be sent to graduates to find out how the program measured up to their expectations - Lead teachers will meet within one month of training end to discuss pros and cons of how training went
2. Increase our marketing to go beyond our current client base. The school will utilize different marketing tools to reach potential students outside of our base. We will employ and work with an experienced marketing agent to works towards achieving this goal and seek out other strategies this Winter 2023
3. Due to staff turnover, enhance and expand our mentor program within the 23/24 year of graduates of our YTT program, to mentor new grads that are hired.

Opportunities:

1. Creation of more yoga instructors that could open businesses and rely on us to train their staff by reaching out to other local studios and virtual schools.
2. Inspire growth of yoga practices that would lead to more desire to learn and take our training programs.
3. This 200 hour Yoga Teacher Training Program can lay down the foundations for future trainings (300 or 500 hour programs) We have been wanting to get a 300 hour program up and going but due to the pandemic and staff turnover, this has been put on hold.

Threats:

1. There are already similar programs located in close proximity to our businesses.
2. The strengthening of yoga/fitness industry could depress the demand for new teachers.
3. Virtual offerings continue to increase, pricing, similar programs cost less and claim to complete the training faster.
4. Competitors marketing strategies

Goals based on Opportunities and Threats:

1. Employ at least two graduates within one month of each training completion in 2023/2024. This can show the potential for future students, proving that we are proud of our graduates, and hire them.
2. Stay competitive with our competitors pricing and marketing strategies. The school will monitor and be aware of existing and new programs to the area in 2024
3. Research and offer advanced trainings. The school will use graduates of the program to start discussions regarding offering a 300 or 500 within 3-4 years.

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

In 5 years, the Dragonfly Hot Yoga Teacher Training Program will be a regional training hub offering a variety of intensive and long term training programs each year. The training will certify instructors per the Yoga Alliance standards. We will have a strong roster of graduate instructors. Our message of individuality and non-judgement will define our program and our students. We will be a reputable option for anyone in the area, but will have also have reached students beyond Madison. Our graduates will be dispersed throughout the country, and Dragonfly will begin to be recognized nationally. Our intention is to be around for much longer than 5 years, we expect and will work towards being one of the longest and well known training programs.

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:

Tiffany A. Geier

Print or Type Name and Title of Authorized School Official:

Tiffany A. Geier

Date:

8/26/23

INSTITUTIONAL SYSTEMS

