

# 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:

Grace Under Fire Yoga, LLC

## II. PLANNING ELEMENTS

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

Upon completion of this 200 Hour Yoga Teacher Training, students will be confident and well educated on how to lead a powerful and inspirational vinyasa style yoga class to a diversity of individuals. This in itself is quite a gift; however, what the students will learn from within themselves throughout their yoga teacher training journey will be priceless!

**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.

We are a yoga studio and a yoga school. Our yoga teacher trainings appeal to existing yoga students, local residents, as well as yoga students across the state. We have a beautiful studio as well as an outdoor Boardwalk to practice yoga along the river. We connect within while in the studio in a comfortable and grounding space, and we also enjoy river views and wildlife outside such as a walking meditation along the river. Our yoga teacher training interests people because of the dynamic experiences they will encounter to step outside their daily schedules and distractions to find clarity, calmness, and better energy within. We advertise on social media, Yoga Alliance, and word of mouth. We are comparable in pricing to a local yoga studio that offers yoga teacher trainings. We offer similar vinyasa style trainings, but ultimately it is where the yoga student may practice or come to know about the training that will most likely influence their decision of where to train.

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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.

I am the lead teacher for the training and hold an ERYT-500 and YACEP titles. I am the co-founder of Grace Under Fire Yoga, LLC and manage the studio.

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**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.

We would like to hold at least one successfully enrolled yoga teacher training per year. Within the next couple of years, we would like to also be a 300 hour yoga teacher training school to offer focused module trainings. We would like to train and hire more teachers as our yoga community grows. We hired six new teachers from our first yoga teacher training. It has been an added benefit to have a variety of teachers and more classes for our yoga students, and we love that they wanted to teach for us! We added two more teachers to our studio from the 2021 yoga teacher training. We are offering another yoga teacher training starting January 2024 which will run through May 2024.

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

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

We would like to also be a 300 hour level yoga teacher school. We would also like to offer some trainings at different locations, possibly out of state for a destination training.

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**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:  
Lauren Quella

Date:  
8/15/23

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# INSTITUTIONAL SYSTEMS

