

# INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)  
Form EAB 1.10 (Rev. 11/15)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
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MADISON, WI 53719  
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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:

Green Frog Yoga Teacher Training School

## II. PLANNING ELEMENTS

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

Green Frog Yoga Teacher Training School is dedicated to provide a place for students to learn how to guide a safe effective yoga class, take their own practice deeper, and learn about the history and philosophy of the yoga lifestyle.

The program will teach students to communicate effectively to a yoga class, teaching the classes through verbal instruction, hands on assists, and physical demonstration. Students will learn to plan classes that are appropriate to the ability and skill level of the students in the class. Students will learn the basic anatomy for yoga teachers, the history of yoga, yoga philosophy, self-care practices, and basics of subtle energy body teachings.

**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.

Green Frog Yoga Teacher Training School will provide 200 hours of Yoga Teacher training for customers who wish to learn how to lead a safe effective yoga class, take their own yoga practice deeper, and learn about the history and philosophy of the yoga lifestyle.

Potential customers are individuals who are currently practicing yoga and have an interest in going beyond the basics of a group or individual yoga class. They will want to explore more about the history and practice of teaching yoga. The customer will know about the program through attending group yoga classes at Green Frog Yoga studio and other studios in the Green Bay area.

Competitors are other Yoga Teacher Training studios in the area and online which include the local studio Bay Area Yoga, Empower Yoga out of Milwaukee, and periodically JenStar Yoga in Green Bay will bring in trainers for a 200 Hour Program. Additional competitors for 2022 include programs in the Minneapolis/St. Paul and Hudson WI area. My niche in the market is a slow flow, restorative yoga practice that will provide the students with a balanced practice that will work for all ages of participants. Many of the yoga studios in the area focus on the hot, fast paced fitness yoga or a version of Ashtanga. We will cover and experience a class to understand it, but our focus is more on the philosophy and alignment of a slow flow Hatha style.

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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.

Management of the studio and teacher training school is handled by Pamela Josifek.

At this time there is no advisory board. Input on current curriculum is based on studying successful yoga teacher training schools in the area as well as continuous discussion on yoga topics that are key with current independent contractors at the studio. Further improvement will be also based on each programs exit surveys and feedback from students and future employers for these students.

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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.

**SW Goals:**

- 1 - Lead Trainer Pam Josifek will retain personal trainer certification taking additional continuing education classes annually to meet the Yoga Alliance requirements to maintain certification. Pam Josifek's Yoga Alliance Certification is up-to-date through August 2024 to meet ERYT-200, RYT-500, and YACEP requirements.
- 2 - Pam Josifek completed her 300 hour yoga teacher training certification in October 2022. She is now working to reach the E-RYT 500 hour certification by teaching 500 hours of yoga since the 300 program was completed. The goal for E-RYT 500 is June 2024.
- 3 - In the spring of 2023 Green Frog Yoga partnered with 2 studios in Wisconsin (Flow Yoga in DePere and Lift Bridge Yoga in New Richmond) to offer the 200 Hour programs at their studios. Flow Yoga has 7 participants and Lift Bridge has 2 participants. For the 2023-2024 year Green Frog Yoga would like to offer another 200 Hour program at Flow Yoga starting in March or April. The Lift Bridge Program took a risk running with only 2 students. At this time there are no plans to offer the program at Lift Bridge in 2024.

**OT Goals:**

- 1 - Green Frog Yoga Teacher Training School will look to partner with other physical studios in the local market to help them build a teacher base to handle more classes due to COVID restrictions on class size.
- 2 - The Yoga Alliance has updated Teacher Training School Requirements effective with the programs beginning with Renewals in April 2021. The curriculum will need to be updated - specifically updating assessments. The Yoga Alliance has put the changes on a "Pause" and are taking another look at a blended model moving forward. They have extended the online teaching exemption through 2023 -Green Frog Yoga Teacher Training School applied and received the exemption. The Yoga Alliance has informed Teacher Training Schools that virtual education can continue and that 15% of the hours (30 hours) must be in a face-to-face, synchronous format, all other training may continue as asynchronous/online material.
- 3 - Green Frog Yoga would like to add the 300 hour program for late 2024/2025. In order to be approved for this program through the Yoga Alliance, Pam will need to meet the ERYT 500 credential or hire a lead teacher with the ERYT 500.

**S**trengths:

Lead Trainer has over 12 years of experience in the fitness field, including a personal trainer certification.

Lead Trainer has a background in Secondary and Post-Secondary education.

**W**eaknesses:

Program/teacher training school is in the initial start-up phase. The first session will require extra focus and attention to fully develop all daily lesson plans and adjust as needed.

Being a new school - marketing is just starting so the program is not well know at this time.

**O**pportunities:

With the Baby Boomers heading into retirement there is a huge focus on lifelong fitness which is covered very well with Yoga increasing the need for more teachers as more of our population adds yoga to their daily routine.

Green Frog Yoga is partnered with both the SilverSneakers program and Silver&Fit providing group yoga classes for seniors.

Lead Trainer will continue to pursue further education in the Yoga lifestyle and bring that learning back tot he program. Pam's goal is to complete her additional 300 hours in the next 3 years.

**T**hreats:

Multiple Yoga Teacher Training programs in the area - 3 others will be starting within the next year. 2 of those 3 are not using local teachers.

Market conditions for yoga teachers may change as more programs certify new teachers.

Additional Threats - the addition of multiple, inexpensive online teacher training programs during 2020 and 2021.

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

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**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.

The Green Frog Yoga Teacher Training program will be well respected in the community as they continue to certify well qualified teachers for all levels of yoga students. The program will run 2 weekend/blended programs annually partnering with local studios or other schools.

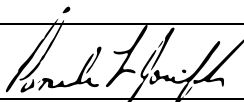
Further continuing education opportunities will also be offered at Green Frog Yoga Teacher Training program to allow students to meet the 30 hours needed to maintain their Yoga Alliance Credentials as well as the possibility of a 300 Hour program for advanced training.

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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:

*Pamela L Josifek, Owner/Lead Teacher*

Date:

August 31, 2023

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# INSTITUTIONAL SYSTEMS

