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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:  Latitude 44 Yoga Studio     |

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| **II. PLANNING ELEMENTS** |
| **A. MISSION.** Describe your school’s mission and vision, which identifies its purpose and its core values. At Latitude 44 Yoga Studio, we aim to serve students in their lifelong yoga journey. Course content upholds yoga traditions and honors the roots of the practice, while also educates on modern application for the householder yogi.   |
| **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 Vinyasa based yoga study school that is accredited with the Yoga Aliance and State of Wisconsin. We train the future yoga teachers in our community and neighboring communities. We have been voted the Chippewa Valley's favorite yoga studio since the beginning of our journey. Educated and knowledgeable teachers both lead the program and graduate from the program.   |
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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.Amy Erickson, founder of Latitude 44 Yoga Studio, is the Lead Trainer and administrator of the program. Amy ensures our program remains a respected program by investing in her own continuing education and offering quality curriculum. |
| **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.Goals: Strengths/Weaknesses- Great Customer Service - ensure a response within 24 hours- Excellent quality of education - Amy complete 30+ hours of continuing education- Producing quality graduates - ensure each teacher is confident in teaching upon graduationGoals: Opportunities- Grow the program- Survive COVID - remain financially stable in these challenging times. Finish the year profitably- Enroll 8 students in the next program  |
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| **D. SWOT ANALYSIS** *(continued*)       |
| **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, we will be a strong yoga school offering yoga study and educational opportunities. We will be the community leader and first mention of the best place in the Chippewa Valley to get certified and gain educational knowledge in the practice of yoga. |
| **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:Amy Erickson | Date: August 24, 2023 |

**Institutional Systems**

Institutional

 Planning

Interview / Enrollment

Fiscal Analysis & Planning

Advertising / Recruitment

Facilities Planning

**Mission**

**Values**

**Goals**

Curriculum Development, Delivery & Evaluation

Program Evaluation

 Graduates and Employers

Staff & Instructor Selection

Student Services

Professional Development & Evaluation