

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:

Moving Galaxy Yoga School

II. PLANNING ELEMENTS

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

We train yoga teachers to be creative, inclusive, knowledgeable and leaders in their field. By beginning with a practice immersion, we ensure that our teachers are well-versed in all aspects of the yoga tradition: asana, pranayama, philosophy and meditation. Our students then proceed to a teacher's apprenticeship program, where they work closely with a seasoned teacher to grasp well-outlined teaching methodologies, while receiving abundant practice teaching time, as well as constructive feedback from program leaders and their peers.

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 teacher training program housed in a yoga studio that operates 20+ classes per week. Our primary market are the students who are a part of our daily class offerings, as well as practitioners outside of our yoga studio community who are looking for a program that certifies yoga teachers in accord with Yoga Alliance standards. We market through in-studio announcements, monthly newsletters that announce studio events, and targeted social media advertising. Our target student is someone who is hoping to learn yoga at a deeper level than an hour-long practice experience can provide, and who wants to learn how to teach by working closely with an experienced teacher with a stellar industry reputation.

Our competitors are other teacher training programs in the Milwaukee area, of which there are approximately 10. Our unique program structure of Practice Immersion, followed by Teacher's Apprenticeship sets us apart, as does our small student to teacher ratio, opportunities to work closely with a seasoned instructor, and our proprietary teaching methodology, which is designed to create versatile and creative yoga teachers.

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.

We are a small program at the moment, and our management team consists of our program founder and director: Anna Argeropoulos. All marketing, administrative duties, curriculum planning and revision, and student completion records and compliance are handled by her.

Educational sessions are split on a 60-30 ratio between Anna and her co-teacher, Bridget Wirth, who is a 200-hour Yoga Alliance-certified teacher who is approved to co-lead. In tandem with Anna, Bridget handles student evaluations and design of test and practice teaching material and guidelines.

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:

- Teacher trainer with over 10 years of experience training teachers, and 20 years of industry experience
- Innovative program design helps ensure better outcomes for well-rounded and knowledgeable teachers
- Professional reputation for training industry-leading teachers.

Weaknesses:

- Two-year hiatus from programming and name change/studio reopening/rebrand means that word of mouth is lacking.

GOALS:

- Program growth and continuity. Graduate one to two cohorts each year and continue to build community class teaching resources for them to hone their skills and for us to advertise the quality of teacher we graduate.

-Professional marketing materials. Obtain video footage and photos of teacher training sessions to use in marketing materials. Create student testimonial videos to share on social media platforms.

-Community engagement and teaching. Explore opportunities for graduates of the program to teach at community events, especially in partnership with our neighborhood BID so that we can tap into local exposure and our local market even more.

D. SWOT ANALYSIS *(continued)*

Opportunities:

- Quality and comprehensiveness of the program sets it apart from other offerings that are geographically close.
- Using the training program to prep teachers for permanent positions on our studio teaching staff will help ensure brand continuity from class to class, as well as help ensure quality control in the class experience. It's also good advertising.

Weaknesses:

- Marketing budget is small until our membership grows and we're more profitable
- Other teacher training programs offer and market cheaper tuition

GOALS:

- Prioritize marketing early bird tuition discounts and payment plans, so potential students can see how budgeting for tuition can be manageable.
- Teacher feature/Graduate Feature for marketing materials/social media. Utilize teacher features as an opportunity to highlight program graduates who are currently teaching, so that current students know how their favorite teachers learned to teach, and what program they learned from!
- Create referral program to reward graduates and teachers who recommend students to our program.

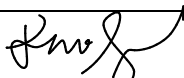
E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

- Recognized as Milwaukee's premier teacher training program with two cohorts of anywhere from 10-15 students graduating each fiscal year.
- More robust teaching staff and teacher training program manager in place/on staff. Goal for each teaching team to only lead one training program per year, with each teaching team alternating.
- Expand mentoring groups as program size grows, so that students can work in small groups with a mentor, in addition to apprenticing with a program lead.

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:

Anna Argeropoulos, Director

Date:

August 22, 2023

INSTITUTIONAL SYSTEMS

