

# 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

## I. SCHOOL INFORMATION

Name of School:

PRAJNA Advanced Studies Program

## II. PLANNING ELEMENTS

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

Mission Statement: To guide students in the unification, balance and control of their body, breath and mind through the teachings of authentic yoga and Pilates as a science that continues to evolve so everyone has the opportunity to reach the ultimate goal—happiness.

Vision Statement: To allow those who walk through our door the opportunity to realize how special they truly are and to encourage them to show up and do the work. What we practice enhances how we choose to live.

Core Values:

1st ~ Be grounded. 2nd ~ Be energetic. 3rd ~ Be determined. 4th ~ Be loving.

5th ~ Be creative. 6th ~ Be conscious. 7th ~ Be authentic.

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**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.

PRAJNA Advanced Studies Program is a school offering Pilates and yoga teacher training programs. The school's customer draw is from current students who wish to learn more for their own personal practice or those wishing to enter into the teacher role. Other potential customers are students within Wisconsin who want a complete training. Universal Yoga teacher trainings are only held in 2 places currently in the US. PRAJNA will utilize social media, website, posters, emails, word of mouth, current/former students of Andrey Lappa, founder of Universal Yoga. There are other yoga teacher trainings within a 60 mile radius, but none that offer Universal Yoga. There are no Pilates teacher trainings within a 60 mile radius.

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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.

PRAJNA Advanced Studies Program is owned and directed by Sheri Baemmert. Sheri is the lead yoga and Pilates teacher at PRAJNA. All teachers who assist with the teacher trainings report directly to Sheri.

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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.

**Strengths:**

~Only Universal Yoga Teacher Training in the Midwest

~Only Pilates Teacher Training Program within 90 miles

~Lead teacher has over 28 years of Yoga experience and over 2\1 years of Pilates experience

~PRAJNA has hosted teacher trainings and has now gained a strong grasp on how to make them run smooth.

**Weakness:**

~PRAJNA is not offering yoga teacher training programs annually due to limited number of free hours. The studio has a strong base of private clients and there is not free time to add a full yoga training to the schedule. Our long-term goal is to dedicate more time to teacher training programs (once the teachers at the studio kid's are grown up which will free up time.)

~There are many teacher training program available for students to pick from. Our school is special in that it teaches an authentic system, not a melding of many systems. However, most students don't understand the difference so it is hard for us to recruit as our classes are designed to be small so we don't have the masses to draw from for trainings.

~Eau Claire is a small community with a limited number of people who may be interested in participating in a Teacher Training Program - with the assistance of Andrey Lappa's reputation and email list, Facebook, and other social media marketing we can draw students from all around the world.

~We have to adjust the current class schedule to accommodate the studio being used for a training during normal business hours when we hold 100 hour intensive trainings.

**Opportunities/Threats:**

~Eau Claire is booming in yoga studios. This is an opportunity to train teachers to teach safe and effective classes.

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

Opportunities/Threats:

~ PRAJNA has trained a new group of Pilates teachers who are now teaching at the studio. This offers more opportunity for future trainings with assistants.

~Our current daily client load makes it challenging to find time to host teacher training programs. The good news is that we are busy, the downfall is finding time to educate the next generation of teachers.

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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.

PRAJNA will be recognized as the leader in teaching teachers the complete authentic system of yoga. Currently in many yoga teacher training programs only a "style" is being taught or multiple abbreviated forms of a "style". PRAJNA wants to continue the reputation we have with our studio as being authentic and carry that on completely with our school.

PRAJNA will be recognized as the school who educates future teachers in not only "what to teach" but also "how to teach" effectively.

Sheri Baemmert is working on the rights from Andrey Lappa to teach his 200 or 300 hour advanced training syllabus of Universal Yoga solely. If Andrey does not pass on these rights, Sheri will design a program based on all of her trainings from her teachers over the last 28 years.

### 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:

*Sheri Baemmert*

Print or Type Name and Title of Authorized School Official:  
Sheri Baemmert

Date:  
08/28/2023

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# INSTITUTIONAL SYSTEMS

