



## **Institutional Planning Update- September 2023-2024**

### **Mission**

The goal of elevating Park View Pilates (PVP), LLC to the status of a premier Pilates studio and educational center is still the plan moving forward. Its mission is to increase the educational level and hence the quality of teaching, of teachers who are out in the community teaching Pilates. This is happening as the students in this program are all teaching even before they graduate. Park View Pilates is known as the educational center in the Milwaukee area. In addition, teachers from outside the state are also contacting PVP for mentoring and the most current information regarding movement and Pilates. This is measured by the Pilates teachers who have contacted PVP to attend workshops, as well as, PVP's reputation as the studio where teachers take lessons.

The enrollment of students has remained the same from 2022-2023; however, with the recovery from the COVID-19 pandemic, this is not a surprise.

The reputation of this program is allowing potential employers to look to the school for their teachers. PVP has had new enrollments, but they were from word of mouth. At this point, it is felt this is the best marketing strategy. The pandemic has brought the tool of Zoom into the Pilates world, and teachers can make a living teaching Pilates over Zoom. It is expected an increase in interest in training as the population continues its recovery from the pandemic and the threat of inflation and a recession.

The Pilates Center's (TPC) Teacher Training Program continues to be offered. There continues to be COVID-19 variants and people are getting sick, but not as severe. As the pandemic is officially over, it is hoped that people want to get back to taking care of their health in a safe environment and will look to small boutique Pilates Studios for this. At this point there is a demand for highly trained Pilates teachers. This is measured by the contacts made to PVP regarding information on the training program. Several studios have closed due to not being able to hire trained Pilates teachers.

There are now other Pilates teacher training Programs offered in the area. However, the program offered at Park View Pilates will celebrate its 30<sup>th</sup> year as a training program. I feel this type of experience as well as my reputation as a leader in this industry will promote and sustain the program.

PVP will continue to grow as a premier studio in the Midwest attracting students from outside the state. During the last year, PVP has continued to partner with other Pilates studios in the area to recruit students.

## **Professional Development and Evaluation**

To further enhance the studio, an increase in Master's level workshops will be offered, mostly on zoom. Franklin Method workshops with hands on learning have been presented with success. All the trainees enrolled in Park View Pilates Teacher Training Program take the Franklin Method workshops at no cost to them. These workshops will be NAPCP approved and will be offered at outside studios as well. During presentations in outside studios, the training program will be marketed.

During the 2022-2023 year, there were Master's level workshops offered on zoom, as well as in the studio, and these will be continued for the 2023-2024 year. These workshops attracted potential students, as well as exposing current students to a higher level of training. The Franklin Method has been used to teach the students experiential anatomy and this has further enhanced the student's ability to teach healthy movement within the Pilates Method. Debby Orlando, the director of the teacher training program has earned her Licensed Franklin Method Faculty title, which puts her in an elite field as there are only three with this title in the United States. Her knowledge will further advance the level of training within the Pilates teacher training program.

The online program, iTPC, through The Pilates Center enables the students to be more efficient as the information is on-line with a process to keep them on track. This eliminates the need for binders, as well as, gives student's access to the Lectures on-line. Live lectures and classroom time are still provided at PVP. The use of Zoom has been introduced so students can go back and review the information that was presented in a workshop or symposium, or use this platform if another COVID-19 outbreak occurs.

Several of the trainees have started their own business at Park View Pilates, as well as working at other studios in the area. Three recent graduates have started a business at Park View Pilates, LLC and is looking to recruit students.

In the next five years, the studio will be a place TPC trained teacher can see clients and build their own business. This will be done under the tutelage of Debby Orlando. PVP will continue to be committed to teaching the classical Pilates method and enhance the level of teaching throughout the Pilates community.

## **Staff and Instructor Selection**

Graduates of The Pilates Center teacher training program will be recruited to participate in the internship of the students currently in the teacher training program at PVP. Former graduates are encouraged to give lessons to current students. There are currently three graduates working in the studio that mentor and give lessons to students.

## **Advertising and Recruitment**

Marketing through the PVP website, Pilates Method Alliance (PMA) website, as well as TPC website will be utilized. The PMA no longer certifies teachers or schools, that has been taken over by an outside agency, National Pilates Certification Program now facilitates the certification of teachers and schools. This was done to separate the PMA from certifications so that having an outside agency certify would give more credibility to the certification process..

At this time, COVID-19 has subsided, but a surge in Fall is expected. If this happens, it will be important at that time to limit the number of students in the studio and, therefore, enrollment. It is now important to not only perpetuate the high level of education within the program, but also safety for the students.

Many new students were sent to PVP through word-of-mouth, which is the best advertising. At this point because of inflation, the best strategy is to continue to focus on word-of-mouth referrals.