

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. BOX 8366  
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(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

Perennial Wisdom Yoga School

## II. PLANNING ELEMENTS

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

**OUR MISSION** The Perennial WISDOM Teacher Training Program is designed to give students an in depth knowledge of yoga techniques, asana, philosophy, meditation, pranayama, anatomy and teaching methodology so they can go forth and share their love of yoga with others. In addition, we explore yoga's ancient past addressing many questions concerning the art and science of yoga today. Our program is inclusive and offered in a way that is accessible for any level of student wishing to deepen their understanding of yoga. Perennial WISDOM Teacher Training Program is a 200 hour yoga teacher training course using standards established by Yoga Alliance ([www.yogaalliance.org](http://www.yogaalliance.org)). The course includes a 4-day Immersion and 9 weekends, along with assigned readings, homework and observation requirements. Upon successful completion of Perennial WISDOM's TT Program, students will be awarded a Certificate of Completion and be eligible for registration with Yoga Alliance as a Registered Yoga Teacher (RYT) at the 200 hour level.

**OUR VISION** Our vision for the Perennial WISDOM Teacher Training program is to create an inspiring and insightful space so our students can learn, experience, integrate and teach yoga.

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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.

The Perennial Wisdom Teacher Training Program provides a 200 hour level training program in accordance with the standards set forth by Yoga Alliance, The 200 hour program , proportioned in the various categories of training, philosophy methodology, anatomy and physiology, etc. attracts individuals who wish to become a yoga teacher, or students who simply wish to deepen their understanding of yoga.

The 200 hour program provides an excellent foundational understanding of the practices of yoga and meditation and prepares it's graduates to teach yoga at an entry level.

The training, which is on weekends, is attractive to students who work or have other life commitments on weekdays.

The primary way students become aware of the program is through the studio that the teacher training is part of. Other ways students find the program are through advertising on Facebook, Yoga Alliance and through word of mouth.

Our competitors are the other Yoga Alliance approved programs in the State of Wisconsin and nationally and even internationally. Our program places a heavy emphasis on the spiritual and philosophical and lifestyle aspects of the practice whereas others in the Madison area lean towards an emphasis on the physical aspects.

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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.

The Perennial Wisdom Teacher Training Program is a major programmatic component of Perennial Yoga and Meditation, LLC. Meg Groves is the sole owner of Perennial and therefore has ultimate responsibility and authority for the program as well as all other components of the business/studio.

Keith Borden co-leads the teacher training program with Meg and has a large role in creating the curriculum as well as leading and conducting the training. Several other Perennial teachers take part in delivering components of the program based upon their areas of expertise.

Administrative tasks are handled by the studio manager and student tuition is managed by the studio bookkeeper.

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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

1. Strong partnership and collaboration between Co-Directors (Megan and Keith).
2. The teacher training program offers students exposure to master-level teachers.
3. Our program attracts a wide age range of students from young 20's to baby boomers
4. Our philosophy offers students permission to develop their own teaching style and voice.
5. Weekend-based program offered in 10 segments on the weekend is an attractive option for working students.
6. Strong and positive reputation. Many students learn of our program from word of mouth from previous graduates. This assists us in our marketing efforts.

#### Weaknesses

1. Per program enrollment is slightly lower than our optimal number of 16
2. Lack of awareness of the teacher training program, especially in outlying areas.
3. Attracting BIPOC students

#### Opportunities

1. As Perennial Yoga and Meditation's membership base grows our teacher training program can draw from a larger base of students.
2. The program is located at Perennial and in the Fitchburg community – which is situated inside a rapidly growing and expanding community of middle to upper middle income households that are a prime target for the yoga market
3. Virtual platforms offer opportunity for students to engage in our program from locations outside the Madison, WI area.
4. Other yoga studios and teacher training programs went out of business during Covid.

#### Threats

1. The program places a high demand on two co-directors in terms of time and energy.
2. Inflation and threat of economic recession.

#### Goals

1. Weakness 3: Implement a scholarship program granting full tuition to 2 BIPOC students each program. Accomplished.
2. Threat 2: We offer students some flexibility in tuition payment as long as it is paid in full by completion of the program

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

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

We are very satisfied with our model - 2 programs per year - one beginning in Fall and a second in the Winter. We feel 16 students/session is the maximum size for optimal learning and quality of the program and we are nearing that size. The program enjoys a 10 year history and reputation and is sustaining largely through word of mouth.

### 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.*

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Signature of Authorized School Official:

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Print or Type Name and Title of Authorized School Official:

Meg Groves

Date:

12/7/22

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# INSTITUTIONAL SYSTEMS

