

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:

HEALUM HOT YOGA

II. PLANNING ELEMENTS

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

OUR MISSION FOR HEALUM HOT YOGA'S 200 HOUR YOGA TEACHER TRAINING PROGRAM IS TO PREPARE OUR TRAINEES TO LEAD INTELLIGENT, WELL ROUNDED, AND THOUGHTFUL YOGA CLASSES FOR A DYNAMIC RANGE OF STUDENTS THROUGH COURSE WORK FOCUSING ON YOGA, THEORY, ANATOMY, ASANA, ALIGNMENT, MEDITATION, PRANAYAMA, AND AYURVEDA TAUGHT IN AN INTIMATE AND NURTURING ENVIRONMENT WITH GREAT ATTENTION TO INDIVIDUAL GROWTH.

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.

- HEALUM IS A SPIRITUAL/COMMUNITY FOCUSED YOGA STUDIO OFFERING A VARIETY OF CLASSES TO MEET THE NEEDS OF OUR STUDENTS FROM HOT AND FITNESS FOCUSED TO SLOW AND MEDITATIVE. WE LOVE WHAT WE DO, AND HAVE GROWN IN OUR COMMUNITY FOR 10 YEARS! OUR TEACHER TRAINING IS EXEMPLARY BECAUSE OUR LEAD TRAINEES HAVE 40+ YEARS OF COMBINED EXPERIENCE AND OVER 15 YEARS EXPERIENCED RUNNING YOGA TRAINING!

- OUR EXISTING AND POTENTIAL STUDENTS ARE GENERALLY MEMBERS OF HEALUM

- WE HAVE STUDIO ANNOUNCEMENT AFTER EACH CLASS, NEWSLETTER, WEBSITE AND SOCIAL MEDIA

B-Market Cont.

- Our competitors are any 200 hour yoga teacher training in the area. We strive to set ourselves apart from them by getting to know students in classes prior to training. We are personable, available and compassionate to their needs. We have a unique and wonderful community in Milwaukee and in Bay View specifically and we welcome all that want to join. Each year we have space for 16 students, so it is an intimate experience and trainees get a lot of attention from our staff.

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.

- Robyn Lucas OWNER/OPERATOR - IN charge of Finance, Marketing, Enrollment, Lead 1-2 modules of training
- Sarah Aiken - lead instructor - will run training and share responsibilities of Student training, communication + grading.
- Meg Lucas - Lead Instructor - will split responsibilities of Student training, communication + grading.

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.

Included

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.

- Ryszyn Wicks owner/operator - (will be in charge of finances, marketing, enrollment, scheduling, and will lead 2-3 models of training.
- Sarah Filzen: Lead Teacher - will co run training and split responsibilities of student training, communication + grading.
- Meg Vetting: Lead Teacher - will co run training and split responsibilities of student training, communication, + grading.

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	Goals
Yoga Alliance approved	
Small/ intimate class size (12)	Offer a mentorship component to the course to ensure deep learning & comprehension
Student span of control, 1x1 support	
New, modern space (2 rooms)	Continue to capitalize on the full space (2 rooms) as allowed
Student applicants from local community	Continue to promote and support the local community
3 Lead Certified Instructors	Require Lead Certification for all teachers leading in the Healum YTT space
13+ years of YTT experience	
30+ years of combined teaching experience	
Lead Instructors with diverse training backgrounds	
Well-rounded course offerings and expertise	Continue to grow and integrate content that will produce knowledgeable and confident students
Business planning course	Continue to round-out course to include some 1x1 coaching in personal business plan creation
Practical application teaching for students	Create more opportunities for practice teaching both within the classroom and the community
Inclusion of outside professionals as needed to add to value	
Schedule accessibility for students	Opportunity to create even more variety for students to access training by adding a 2nd annual program

Weaknesses	Goals
Few males enrolled	Promote and educate to attract male population
Newer brand of YTT in area	Marketing, promotion of values & differentiation
Acclimation to a new space	Continue to find creative ways to utilize full space (2 rooms) and outdoor environments
Limited capacity	Promote small class size for deeper students support and allow for waitlist to keep training at capacity
	Design two course offerings per year

Opportunities	Goals
YACEP offerings for teachers and the community	All Healum YTT Instructors are YACEP certified through Yoga Alliance to offer more continuing education
Ability to shape and grow teachers for the health and growth of the studio	Create space for emerging teachers to join the Healum Hot Yoga staff and schedule
Training positively lifts the community	Continue to promote and educate around the importance of training for body, mind and spirit
Integration of retreat(s)	Deepen student body connection to each other and selves through retreat
Offering of immersive training during summer for educators	Create a summer 30 day immersive training to allow for greater enrollment and alignment to varying student needs/ schedules

Threats	Planning
Local competition	
Loss of students during the program (illness, misalignment, etc.)	
Potential for student injury	
Winter weather may affect scheduled programming	
Students missing modules- make-up hours/ education	
Lead instructor unable to teach (illness, injury, etc.)	

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.

Healum Post High's Teacher Training Program will continue to be a well rounded and intimate educational program. We plan to keep one training per year and really focus on making it the best we can each year. Trainees that graduate from our program often continue to take classes at Healum and some even become instructors within our State. We aim to keep the camaraderie and community that is built in training alive for trainees well beyond graduation. Our hope is to continue to support them

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:

Robyn Lucas, Counselor

Date: 8/15/23

As they grow in our community (or theirs) by encouragement
+ through discussion and any continued training or
workshops we offer at Healing.

←

INSTITUTIONAL SYSTEMS

