

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: Kinetic MKE

II. PLANNING ELEMENTS

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

We develop the equipment and education to deliver the worlds best Pilates experience for instructors, facilities and students Philosophy

Peak Pilates is dedicated to providing an optimal learning experience for our students. This includes:

- A 4-quadrant learning approach
- An opportunity to build upon their success
- A safe learning environment where students can work on details that will sharpen skills and improve techniques
- A planned strategy for success
- A highly trained and experience Master Instructor to act as a role model, guide, and coach to develop students theoretical knowledge and practical skills

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.

Kinetic MKE is a dedicated Pilates studio, teaching the authentic Pilates method as well as the Franklin Method.

Our facilitation of Peak Pilates certification program fill the need for quality training in the original or “Classical” style of the Pilates Method. Students coming to us for Pilates certification are both those who want to become Pilates teachers, as well as those looking to deepen and embody their own practice of the Pilates Method.

Peak Pilates’ ingenious tiered level system in Pilates certification allows students to progress a their own pace, in a way that is organic to their individual process. This is contrast to the industry standard for Classical/ Authentic Pilates certification which is still modeled after an appresntiship model when Classical Pilates Certification programs were created in the early nineteen nineties, and the goal with Peak Pilates’ certification program is to make the undertaking of becoming a classical comprehensively trained The unparalleled resources Peak Pilates provides (Manuals, Online Resources) maximized learning and course content. This both attracts customers and sets Peak Pilates training apart from other competitors:

The Pilates Center (Parkview Pilates) is the primary competitor in Milwaukee, and the state of Wisconsin for classical Pilates education, and their program is still very based off of the teacher training models from the early 1990's, where Peak Pilates has made becoming a Pilates teacher more accessible for our modern day culture. Peak Pilates has maximized classroom learning/ module course content with supplemental materials, stages of learning, and teaching the art of teaching the classical Pilates Method. Pure Body Certification program is just now starting in Milwaukee, which is competition with no comparison yet on results as it’s a new program in a new market.

Milwaukee, and Wisconsin as a whole has a major shortage of certified Pilates teachers and Peak Pilates’ Certification programs meet our modern day culture and need for quality Pilates teachers who are ready to enter the industry fully prepared for long and successful careers.

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.

Kinetic MKE is managed by co-owners Trey Fry & Meg Hopkins. Administrative tasks are split equally between the two.

The studio facilities Peak Pilates certification programs, where students register their education through and Kinetic MKE is the host site/location/education center. Peak Pilates takes care of customer care, assistance, and supply of course materials. Nikki Boudreux is the business administrator/manager for Peak Pilates.

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.

- -Strength of the program is the modular/leveled pathway that is unique in the Classical Pilates side of the Pilates industry. It allows students to progress at their own pace, at a rate that is organic to them. Potential weakness is the potential for a trainee to not complete all levels, but built in to the program it is clear that one has to complete all 3 levels in order to be a fully comprehensively certified Pilates teacher, therefore that is already addressed.
- -A strength to this modular pathway is it allows Level I graduates to enter the industry and begin their careers, to which then allow them to organically progress through Levels II & III at a rate/speed that is manageable to each individual student & their respective lives.
-Strengths of the school/program is teaching the authentic (Classical) Pilates method, and the art of how to teach. Through the levels of the program the trainees are able to hone their craft as their stages, and their students stages of learning grow and change. The course module seminar weekends are beautifully supplemented with the most comprehensive manuals/materials in the industry to date, as well as an online library of all the material covered in the seminar/module weekends.
-Strength of the school is having an in house master instructor (Trey Fry). This allows the trainees to have real time access to the teacher of the certification program. Many programs just host a master instructor, but having Trey on the studio/school floor on a daily basis (He's in the studio Monday-Friday seeing regular clients) allows the participants in the certification program to further their studies continuously. A weakness could be when he is traveling for work, but he is keeping that to a strict one weekend/month maximum for 2024/2025.

D. SWOT ANALYSIS *(continued)*

- -Positive opportunities are abundant for Peak Pilates' certification program. We currently have an industry-wide shortage of qualified Pilates teachers and there is in particular an immediate need for teachers trained in the Classical/Authentic Pilates method, as many teacher trainings are now teaching abstractions or variations of Mr. Pilates' method, more commonly now known as Contemporary Pilates. Learning the classical/original body of work first allows a deeper understanding of this body of work and provides the grounding and framework for one to move forward in their career. Therefore the "threat" would be competing programs, but the solution is inherently addressed as Peak Pilates' teaches the original Pilates method. Learning the classical/original body of work first allows a deeper understanding of this body of work and provides the grounding and framework for one to move forward in their career. Therefore the "threat" would be competing programs, but the solution is inherently addressed as Peak Pilates' teaches the original Pilates Method.
-An opportunity exists to create a scholarship to sponsor someone through the Peak Pilates certification program. We are working within Peak Pilates currently to develop scholarship opportunities to bring the Pilates Method to low-income populations, as well as more diverse populations to help promote health & wellness in those underserved or under serviced communities.
-An immediate threat is Pilates certification programs that are non EAP approved opening in WI either under the radar, or unnoticed. This has happened repeatedly in particular with Romana's Pilates, as well as Polestar Pilates, Power Pilates, and The Pilates Studio of New York.

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

Ultimately our 5 year vision is to continue to run 2 full cycles of the Peak Pilates' certification program twice a year as interest serves the market. The full 3-levels would be offered in fall and spring start cycles.

We have grown to be a great provider of continuing education programming for movement professionals, hosting twice a year weekend continuing education seminars with industry leaders, as well as frequent smaller workshops with studio Co-Owner, Trey Fry. Our 5 year vision is to keep this annual cycle of continuing education, workshops, and clinics for Pilates & other movement professionals.

This would continue to position us as a leading school for future Pilates teachers, as well as other movement educators/allied health professionals from all modalities, forms, and methods.

A vision for 2025 specifically is to bring Physical Therapy into our studio as an adjunct modality/offering to our clients, which would also deepen the education possibilities for movement professionals.

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.

Trey Fry

Print or Type Name and Title of Authorized School Official:

Trey Fry

Date:

9/30/2024

INSTITUTIONAL SYSTEMS

