

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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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 information requested.

I. SCHOOL INFORMATION

Name of School:

Kramas Yoga

II. PLANNING ELEMENTS

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

Kramas Yoga (a Yoga Alliance 200 hour School) teacher training honors the diversity of students and aligns the coursework to meet the needs of these students. The Sanskrit term Kramas signifies the evolution on a pathway, the gradual steps that are taken on a progression. This progression can be toward a goal, and this goal can be toward self-knowledge. Stepping inward is the journey that we take to deepen our understanding of our true nature. This training is for practitioners of yoga who want to deepen their personal practice of yoga and to extend their knowledge of yoga philosophy. This is also for those who would like to eventually teach yoga to adults and potentially within a studio setting. A student's ability for success in this program is based on their discipline and integrity while working within the scope of the system of yoga both in their daily lives and during the modulated weekends. The program will cover the history of yoga as well as intensive work and breakdown of over one hundred asanas (postures). This Yoga Alliance-certified course will also explore many facets of the philosophy of yoga and the different types and styles of yoga. In addition, participants will be able to create yoga sequences based on principles of asana family relationships and body area relationships. There will also be an extensive anatomy and physiology component to the training. Completion of the training will qualify participants to register as a RYT 200 (Registered Yoga Teacher 200 hour certified) with Yoga Alliance.

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.

Kramas Yoga school has been established to train those that wish to deepen their personal practice as well as obtain a Yoga Alliance 200 hour certification to teach yoga to others. Our potential customers will be the students we teach and that attend classes at the studios we teach in. Other prospective clients will be those that see our advertising and are interested in attending our teacher training. Their motivation to enroll in our school will be as a result of our interaction and the skill set and expertise of the lead trainer and assistant trainer at Kramas Yoga. Potential customers will know we are in business through our website, flyers and Q and As offered at different studios we teach in. The competition for Kramas Yoga is other studios that have a 200 hour trainer, ours differs in the sense that we will be training over a ten month period and only hosting trainings every other year.

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.

Jessica Steffens is the lead trainer and co-owner of Kramas Yoga. She will be in charge of all administration of the school. She will assign roles and responsibilities to Al Noche as an assistant trainer in the program. In addition, Jessica will have an assistant for each trainer that takes care of secretarial work such as copies, arrangement of props, set up for lesson sections and materials.

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.

One of our strengths is our highly experienced and knowledgeable trainers. In an effort to maintain this integrity of our school we will take continued education workshops and trainings to offer the most contemporary content available. One of our weaknesses is that we are a small business, so we will reach out to other yoga teachers and trainings to collaborate and create a community that will stabilize our training. However, because we are a small school we offer a very personally approach to teaching and will be able to have more flexibility when differentiating for student needs. We offer trainings every other year allowing more time to build interest and participation. We also will potentially be open to the opportunity to train in alternate cities (Green Bay and Madison) to develop a wide range client base. One of our threats is that we are opening a school in a highly saturated market. Our intention to overcome this threat is by alternating our trainings (every other year) and by hosting small trainings (15 participants or less). We will measure the success of our by taking surveys and feedback from participants and recognizing our growth (or lack thereof) of participants from one training to the next. We will also review and revise our curriculum from training to training to match the every changing content as well as the needs of participants.

D. SWOT ANALYSIS *(continued)*

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.

I think our school will continue to be small and of exceptional quality five years from now. We intend to keep the capacity of students we train from 10-18. Our expectation is that we will be training in Green Bay one year and Madison the next, and continue this pattern from year to year. Our advertising will increase based on our needs to attract more clients. Because we will continue to utilize highly trained instructors, we will maintain a strong position in the market place. Our intention is not to have a high profit school with a large quantity of trainees, rather we are interested in an authentic and high quality training.

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:

Date:

INSTITUTIONAL SYSTEMS

