

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
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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: Moving Galaxy Yoga School

## II. PLANNING ELEMENTS

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

Moving Galaxy Yoga School's 200-Hour Practice Immersion and Teacher Training allows aspiring teachers to become creative, inclusive, knowledgeable, and leaders in their field. By beginning with a practice immersion, we ensure that our teachers are well-versed in all aspects of the yoga tradition: asana, pranayama, philosophy, and meditation. Our students then proceed to a teacher's apprenticeship program, where they work closely with a seasoned teacher to master well-outlined teaching methodologies, receive abundant practice teaching opportunities, and are given constructive feedback in a supportive environment from program leaders and their peers.

**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.

Moving Galaxy Yoga School is a training program that shares space with our yoga studio. The studio runs 20+ classes per week. Our primary market are the students who are a part of our daily class offerings, and occasionally aspiring teachers outside of our community who have found our program through a search, because they wish to be certified as a 200-hour Yoga Alliance-compliant yoga teacher. We market our program through in-studio class announcements, our monthly newsletter, our website, and our social media channels (Instagram and Facebook). Our target student is someone who is hoping to progress beyond what they can learn in a 60-minute yoga class, often someone who enjoys the class offerings of our three program leaders. Our competitors are other teacher training programs in the Milwaukee area, of which there are approximately 10. Our unique program structure of Practice Immersion, followed by Teacher's Apprenticeship sets us apart, as does our small student to teacher ratio, opportunities to work closely with a seasoned instructor, and our proprietary teaching methodology, which is designed to create versatile and creative yoga teachers.

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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.

Our management team consists of program founder and director, Anna Argeropoulos. All marketing, administrative duties, curriculum planning and revision, and student completion records and compliance are handled by Anna. Training sessions are split on a 60-20-20 ratio between Anna, and her co-leads: Bridget Wirth and Mary Adkins. Bridget and Mary are both 500-hour Yoga Alliance certified teachers, and also handle student evaluations, as well as practice teach material creation, in collaboration with Anna.

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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:**

- Program director with over 10 years of experience training yoga teachers, and 20 years of experience as a full-time yoga teacher.
- Innovative program design has proven to create more well-rounded and well-prepared teachers, as evidenced by our 2023 grads who are all teaching regularly!
- Professional reputation for being industry leaders.

**WEAKNESSES:**

- Low enrollment for our Fall 2023 cohort caused us to cancel and reschedule it for Fall 2024.
- Diminishing demand for teacher training programs due to proliferation of online certification programs.
- Other in-person programs offer cheaper tuition options.
- Marketing budget is small as the studio profitability slowly grows.

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

**GOALS:**

-Prioritize marketing early bird tuition discounts and payment plans, so potential students can see how budgeting for tuition can be manageable. Our Fall 2024 cohort are all Early Bird registrants, so we'll continue to emphasize this in 2025.

-Teacher feature/Graduate Feature for marketing materials/social media. Utilize teacher features as an opportunity to highlight program graduates who are currently teaching, so that current students know how their favorite teachers learned to teach, and what program they learned from! We've implemented this with our one 2023 graduate who is on staff with us now, and will continue to grow this, as it works really well.

-Create referral program to reward graduates and teachers who recommend students to our program. This has been implemented and resulted in one person who was a referral from a past teacher training graduate.

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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.

-Recognized as Milwaukee's premier teacher training program with two cohorts of anywhere from 10-15 students graduating each fiscal year.

-More robust teaching staff and teacher training program manager in place/on staff. Goal for each teaching team to only lead one training program per year, with each teaching team alternating.

-Expand mentoring groups as program size grows, so that students can work in small groups with a mentor, in addition to apprenticing with a program lead.

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**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:  
Anna Argeropoulos, Director

Date: 6/15/2024

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# INSTITUTIONAL SYSTEMS

