

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)

STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
Madison, Wisconsin 53708-8366  
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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 approval has been conducted. Although similar to a strategic or business plan, this information is not a business plan. 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 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:  
Plover Yoga

## II. PLANNING ELEMENTS

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

Plover Yoga's mission is to create personal empowerment, peace, and play by making the practice of yoga accessible to every body. To advance our mission, we are offering this 200-Hour Yoga Teacher Training. By creating a transformative experience for Teacher Trainees, Plover Yoga continues to empower students to be in creation of the life they want.

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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.

Plover Yoga is tailored to our current student population, which is where we draw the majority of our teachers in training. We are one of 2 yoga studios in our area, but are the only studio within a 30-mile radius that offers teacher training. We advertise our training on social media and as in-class announcements. We also have previous graduates sharing the training through word of mouth and work with other studios to generate referrals for training.

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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.

Lisa Lee-Oswald, Owner & Instructor is the main point of contact for teachers in training and is also the facilitator that will be with the trainees throughout the training.

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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

Thriving and engaged community built on member referrals and positive word of mouth, Dedicated teaching team, Adaptability to COVID and virtual instruction, Strong social media presence

#### GOALS

Grow training enrollment by asking for member referrals. Marketing email that incentivizes referrals sent to community. Incentivize training referrals from Instructors by bonusing them \$100 for everyone they refer that joins training. Schedule Facebook Live events to share about Teacher Training and answer questions

#### WEAKNESSES

Stagnant growth following months of COVID-related fear, No ancillary space – we only have the studio premises to hold classes, hold training, meet, and gather., Currently a single employee/manager/owner/director

#### GOALS

Grow overall studio enrollment through a larger referral program for current members – earn credits toward membership fees for referrals, Schedule training breaks around current class schedule when necessary and locate a temporary space for faculty to gather during breaks. Hire a part time Studio Manager to support marketing, sales, and studio operations

#### OPPORTUNITIES

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

Our virtual capabilities allow us to target students outside of the immediate area with little to no additional cost for the studio, We are a community leader and can raise awareness about studio events through community partners

**GOALS**

Advertise the virtual studio outside of our immediate area to grow membership and increase studio revenue to support the goal of hiring a studio manager Create reciprocity programs with other wellness businesses locally – chiropractors, massage therapists, physical therapists, etc – to generate membership and strengthen community partnerships. Plan events with complimentary local businesses to reach potential students that may not otherwise be paying attention. Events could include yoga and donuts or coffee, or kids yoga while parents get to shop or dine out. Reach out to smaller studios outside of our direct area looking to grow their teaching team and offer referral bonuses

**THREATS**

2 studios outside of a 30-mile radius also offer 200-Hour Trainings, Training teachers could mean training competitors

**GOALS**

Create content that differentiates our training from local-ish competitors, Show the work in my marketing of what goes in to getting a quality training approved and registered with Wisconsin, Offer jobs to trainees before they complete their training so they are less inclined to teach for local competitors.

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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.

In 5 years, I see the school continuing to provide 200-Hour training in rotation with continuing education as required by Yoga Alliance for registered teachers on a rotating basis, meaning on years we offer 200 Hour trainings, we will not offer continuing education. On years we offer Continuing Education, we will not also be offering a full 200 Hour Training. Ultimately, we want to provide opportunities for individuals who desire to teach yoga to learn how to do so while working to not oversaturate a market that may not be able to support all of the teachers we could potentially create. We also desire to solve the problem of finding continuing education opportunities by providing those as well.

**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:

Lisa Lee-Oswald

Print or Type Name and Title of Authorized School Official:

Lisa Lee-Oswald

Date:

8.28.2024

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# INSTITUTIONAL SYSTEMS

