

# 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: RajaHatha School of Yoga

## II. PLANNING ELEMENTS

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

The RajaHatha School of Yoga was founded in 2004 by Amy Pearce-Hayden, ERYT-500, in New York with a root intention to strengthen the community through individual empowerment and education. Today, more than 150 students have graduated from RajaHatha's program. Amy Pearce-Hayden brings this program to Madison at Tantra Yoga and Wellness, offering it with the same intent and integrity as the New York program. The curriculum's focus lies in classical yoga theory, application, and follows the standards set by Yoga Alliance. Upon successful program completion, will be eligible to register with Yoga Alliance as RYT-200

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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.

The RHSOY attracts individuals who wish to study the ancient paths of yoga, including, but not limited to: Physical yoga, (asana) Meditation, Yoga Therapeutics such as Pranayama (breathing techniques) Ayurveda, Tantra, and Satsang (spiritual community).

Students are motivated to enroll in my school due the the 18 year reputation of its success and focus. The school was founded by Amy Pearce-Hayden, ERYT 500 in 2004, who has dedicated her life to the yogic pursuit of its healing and lifestyle principals.

Students will receive a training that meets and exceeds all of the requirements of the Yoga Alliance.

Outside of social media marketing, many of our students find the RHSOY through word-of-mouth, and lineage reputation.

The RHSOY is a non-competitive school, and recognizes the benefits of the diversity of Yoga Teacher 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.

Our school does not have a management team. The entire training is facilitated by the founder and director, Amy Pearce-Hayden

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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.

- As mentioned above, the school's strengths include an almost 2 decade longevity and long- time experience of the director and educator. The school is non- discriminatory to all people regardless of age, race, or sexual orientation, and offers annual tuition free training to BIPOC.  
The challenge for the next year, similar to this year are Covid related burnout, increasing concerns due to economic climate and global health. Many individuals are looking to deepen their own relationship to wellness, and work-life balance while in school. One of the greatest goals, is to be able to continually keep the roots of yoga alive in an over- saturated, commercially driven industry by training and educating students with best practices and authentic teachings.

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

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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.

The goals of the RHSOY are to continue to be the most affordable, accessible and comprehensible training available to students interested in using yoga to heal and help others on this healing path. Additionally, it is the goal of the RHSOY to continue to offer free continuing education to all of its alumni.

### 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:

*Amy Pearce-Hayden* (Electronic Signature)

Print or Type Name and Title of Authorized School Official:

Amy Pearce-Hayden, Founder/Educator, CEO

Date:

11/13/24

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# INSTITUTIONAL SYSTEMS

