

# 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: WILD ABUNDANT LIFE, LLC

## II. PLANNING ELEMENTS

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

We are committed to helping each student broaden their knowledge of yoga and take their personal yoga practice and outlook on life to a new level. This program will allow students to transform themselves physically and spiritually into an authentic yoga teacher.

**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.

Wild Abundant Life Yoga School is a a business that teaches individuals how to broaden their knowledge of yoga and be able to teach a safe, comfortable, yoga class. The school accepts a maximum of 10 students a session to ensure complete competency in teaching at a national level. Most students are drawn to the school because they enjoy the Vinyasa method of yoga and are attracted and drawn to the teachers at Wild Abundant Life. Most of the competition comes from schools with higher marketing budgets and lower prices. Wild Abundant Life also teaches a more comprehensive program locally with a higher level of difficulty.

---

**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.

The school is owned, managed and operated by Debbie Russo and Lauren Duncan. Debbie and Lauren teach the program with minimum number of 10 students per session and often adds a facilitator in training to learn how to teach a similar program at their studio. This model illustrates that competition is not a problem and the more all teachers, owners, and school operators train together the more the whole yoga community and awareness.

---

**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.

NOTE: COVID hit our industry very hard and there are very few prospects for yoga instructors at this time.

1. Increase advertising/recruitment to fill every offering. Send out monthly e-blasts to maximize enrollment to 10 students each session.
2. Continue curriculum development with attendance at a minimum of one Yoga related training annually.
3. Continue staff development by coaching, training and developing substitute teachers each session with a scheduled formal training to expand attendance or offerings.

1. Increase public awareness of uniqueness and comprehensive nature, by providing more ads on website and social media.
2. Involve alumni relations via testimonials
3. Improve the quality of marketing social media ads

---

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

Wild Abundant Life, LLC continues to grow and serve other Yoga Studios by assisting them in opening and operating their own schools to continue growing, thriving and growing a local community of empowered individuals to elevate and serve the world together.

We have a great social media group page open to alumni for discussions.

---

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

While we are still presented with in-person training challenges due to the pandemic, Wild Abundant Life remains a resource for other studio owners to develop their own training programs and/or create their own school.

I would like Wild Abundant Life to leave a legacy of qualified teachers, trainers, and school operators providing the best yoga education. As yoga becomes more of the choice of alternative medicine for stress and other disease, Wild Abundant Life has been a catalyst in growing the best teachers and educators in the state.

---

**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:

*Deborah Russo*

Print or Type Name and Title of Authorized School Official:  
Deborah Russo

Date:  
09/1/24

---

---

# INSTITUTIONAL SYSTEMS

