

# 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:

YogaSix

## II. PLANNING ELEMENTS

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

Yoga Six believes that everyone deserves the mind-body experience of yoga. We know that by connecting students to a practice that is energizing, empowering and fun, we can deliver lifeenhancing benefits. That same principle and goal applies to our 200 Hour Teacher Training program. We deliver exceptional education and a well-rounded curriculum to budding teachers and those looking to deepen their practice.

**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.

Our existing and potential customers are made up of a blend of students who have the intention to teach (typically 60-70% of enrollees) and those who only wish to deepen their practice (30-40%) yoga. Those with the intention to teach may have been practicing for a while and had it on their bucket list of "someday." They may already be working in health or fitness and are looking to expand their offering or education. They may be existing students of the studio where the training is hosted, or have found the Yoga Six school via online research or past attendee referral. We advertise our program both in studio (through flyers, take-away post cards, and announcements), via Facebook ads, website blog posts, and targeted email campaigns. We are also searchable on Yoga Alliance, the body that oversees all certified yoga schools. While many other local schools in Milwaukee (including Milwaukee Power Yoga and Yoga One) are Yoga Alliance 200 Hour RYSs, our emphasis is on not just the nuts and bolts of asana, but on how to thrive as a teacher both on and off the mat. Our lineage of teaching stems from the Rajanaka Tantra school of yoga, while the vast majority of trainings stem from the Ascetic/Classical lineage

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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.

Kelly Turner is the SVP of Operations Vice President of Operations for YogaSix Franchising, and oversees markets in which YogaSix offers teacher trainings. Kelly Turner also works closely with all facilitators of the program, and ensure the accounting standards are held and reconciled, and standards upheld.

Michelle Klein is the owner and President of YgoaSix Milwaukee, overseeing all studio operations, including the facilitators of the local teacher training program. She is the initial point of contact for most applicants, and screens all applications, as well as processes payments through the online software ClubReady. Michelle also serves as Vice President and Controller of Artisan Partners Limited Partnership, an asset management firm headquartered in Milwaukee, Wisconsin. Michelle is a Certified Public Accountant and is experienced in finance, human resources, operations and management.

Feedback is gathered consistently not just from the other lead facilitators, but also support staff and students. All facilitators (both lead and supporting) along with the brick and mortar studio location staff (managers and wellness advisors), and teachers all provide promotion of the training program/school to interested students. Many are graduates, so can speak to the experience firsthand should students approach with a curiosity about signing up.

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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.

**S:** The Yoga Six YTT has proven to produce phenomenal, employable yoga teachers. It is a quality program with exceptional faculty. The reviews and word of mouth from program attendees and graduates consistently work in our favor. We quickly pivoted when the industry shifted due to COVID-19 in terms of ways we can continue to deliver our classes and trainings. The teacher training program has been well received by both students and outside studios that hire our graduates.

**W:** Lingering effects of the COVID-19 pandemic are still being felt in the boutique fitness industry, and some teachers have exited the profession. We aim to ensure we have enough trained teachers to fill the rebounding demand. Covid brought the rise of virtual programs, which have diluted the demand for in person.

**O:** Riding the challenges of COVID 19 have proven us to be versatile and adaptable. Our program continues to receive high marks in terms of attendee satisfaction. Many competitors are struggling to survive the downturn in the market, which gives us the opportunity for increased market share. Additionally, many teachers have exited the profesison, leaving room for more new teachers to enter.

**T:** The competition from other local yoga studios' teacher training programs have been around longer in the community and are more well known for the time being. Additionally, there is a saturation of YTT programs nationwide.

**D. SWOT ANALYSIS** (continued)

Goals S/W: 1. Continue to build the presence and member base of the Milwaukee studio in order to increase brand awareness and desire. The reputation YogaSix has established is driving interest in the program, as many other studios have unfortunately closed due to COVID.

2. Increase Local Promotion, through advertising advertising in local print media starting 3 months before training. Includes posting printed flyers and postcards in strategic locations throughout town.

3. Expand SEO and Google Ad Words both for studio awareness and our YTT program to those not currently exposed to the brand. Able to track metrics of clicks and response from these efforts to see if it is a successful source of driving traffic.

4. Have presence at key events in Milwaukee (to be determined by studio manager) in order to increase name recognition and prospect lead.

5. Highlight recent YTT graduations to speak on their experience in our program. Can be done in studio (at info sessions) through blog posts and articles, and other venues.

Goals O/T 1. Have lead faculty and studio manager attend yoga classes to assess quality of teaching from other studios offering trainings in order to understand vibe and focus of the studio. 2. Ensure regular classes are well attended (based on compnay wide established attendance metrics for new studio in the first 1-2 years) and quality of group classes is top of the line so students get excited about the quality of yoga and sign up for teacher training. 3. Perform a post training evaluation to get testimonials and improve in areas that didn't resonate with students. Utilize these testimonials in marketing materials to promote the program

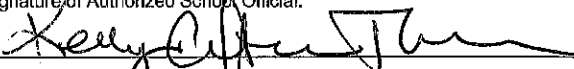
**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

YogaSix's teacher training will continue to grow and develop and become the most respected program in the region. In five years, I hope the studio will be holding 2 200 hour programs a year to support the growth in market share and need for more highly qualified, trained teachers. I hope that recent and future 200 hour graduates continue their professional education by taking the 300 hour accreditation program, and have a thriving career in their chosen industry.

**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:

Kelly Clifton Turner

Date:

8/20/24

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# INSTITUTIONAL SYSTEMS

