

Licensing A New Sector of Schools: The Yoga Experience

Presentation Notes for NASASPS 2010 Conference, April 27, 2010

Patrick Sweeney, Wisconsin Educational Approval Board
Scott Anderson, Alignment Yoga and Centerline Services

Purpose - Using the licensing of Yoga Teacher Certification programs, show how the licensing of a new sector of schools can be a win/win/win for consumers/students, new private schools, and state regulators.

About Centerline

CenterLine Services offers invaluable resources to help yoga studios and teacher training programs maximize their profitability and satisfy and complete the Yoga Alliance and EAB registration requirements. It also provides essential services to state Educational Approval Boards, acting as a liaison with yoga teacher training programs.

CenterLine Services was formed because of Scott Anderson's positive experience in registering Alignment Yoga's teacher training program with the Wisconsin Educational Approval Board. As part of CenterLine's mission statement, all of its work is done in such a way as to always adhere to the highest moral and ethical standards set out in the Yoga Sutras of Patanjali.

Introduction

- The potential for creating an adversarial relationship: a zero-sum game with winners and losers
- New York Times article and Virginia lawsuit
- Every new sector presents state regulators and schools with an opportunity to create a win/win/win situation: A) open communications, B) understand the need to protect consumers, and C) to build a constructive working relationship. requirement to protect consumers, and to build trust

Should State Regulate a New Sector? Wisconsin criteria make it clear.

- Meets Legal definition: vocational training for job/occupation
- Weigh risk to consumers: money, time, education, and training needed, etc.
- Is there an Industry Standard?
- Is this sector appropriate use of limited state resources?

What states should know about the founders of Yoga Teacher Training programs

- Most yoga schools grew out of an existing, unregulated "mom & pop" yoga studio.
- No regulatory barriers to opening a yoga studio, and thus no prior experience with licensing or regulation.
- Most teachers have good expertise in yoga, but not necessarily in day-to-day business operations
- A teacher training program helps solve common yoga studio problems: generates needed revenue and builds pool of future teachers

Understand the Industry Standard--Yoga Alliance

Regulator must find credible measure of quality, competence, certification, so there is a benchmark for consumer protection

- Yoga Alliance (SA)
 1. Purpose and history
 2. Standards for program and school approval are *not compulsory*
 3. Contact hours are primarily with *one lead teacher*
 4. Standards are flexible (example: anatomy and physiology)

Best Practice for Contacting New Sector Businesses/Institutions

Pat – Regulator's view	Scott – Yoga school's view
1. Tone of Letter	1. Be prepared for a practical and systematic dialogue <ul style="list-style-type: none"> ▪ Why approach is critical ▪ What should the approach be
2. Personal follow-up phone conversation	2. Emphasize the potential for win-win outcome
3. Meeting in person to discuss approval process	3. Refer then to someone who has done it before, to examples and community resources

Best Practices to Tailor Approval Process to Sector

Pat – Regulator's view	Scott – Yoga school's view
1. Program approval = Yoga Alliance Approval	1. Allow schools to stay open during the process
2. Catalog: From Yoga Studio to Private School	2. Understand the unique characteristics of the audience
3. Timeline to complete approval process	3. Refer prospective school to a school who has successfully completed the registration process

Suggestions for creating a win/win/win process for regulating new sector of schools

- Regulators should reach out to established schools
- Regulators should begin communication open but firm tone
- Approval process must rely on industry standards
- Tailor approval process to the industry sector

Contact information

Scott Anderson

Alignment Yoga /CenterLine Services
 Scott@AlignmentYoga.com
 AlignmentYoga.com
 Scott@CenterLineServicesLLC.com
 CenterlineServicesLLC.com
 608.437.5931

Pat Sweeney

Wisconsin Educational Approval Board
 Pat.Sweeney@eab.state.wi.us
 http://eab.state.wi.us
 608.266.1354

Revised 200 hour standards

CATEGORY	REQUIRED HOURS	REQUIRED MINIMUM CONTACT HOURS	DESCRIPTION
Techniques Training/Practice	100 hours	75 hours (50 with primary E-RYT SM s*)	Includes asanas, pranayamas, kriyas, chanting, mantra, meditation, and other traditional yoga techniques. These hours must be a mix between (1) analytical training in how to teach and practice the techniques, and (2) guided practice of the techniques themselves; both areas must receive substantial emphasis.
Teaching Methodology	25 hours	15 hours (10 with primary E-RYT SM s*)	Includes principles of demonstration, observation, assisting/correcting, instruction, teaching styles, qualities of a teacher, the student's process of learning, and business aspects of teaching yoga. May include a maximum of 5 hours on business aspects of teaching yoga.
Anatomy & Physiology	20 hours	10 hours	Includes both human physical anatomy and physiology (bodily systems, organs, etc.) and energy anatomy and physiology (chakras, nadis, etc.). Includes both the study of the subject and application of its principles to yoga practice (benefits, contraindications, healthy movement patterns, etc.). A minimum of 5 hours must be spent applying A&P principles to yoga.
Yoga Philosophy/Lifestyle and Ethics for Yoga Teachers	30 hours	20 hours	Includes the study of yoga philosophies, yoga lifestyle, and ethics for yoga teachers. A minimum of 2 contact hours must be spent on ethics for yoga teachers.
Practicum	10 hours	5 hours with primary E-RYT SM s *	Includes practice teaching, receiving feedback, observing others teaching and hearing/giving feedback. Also includes assisting students while someone else is teaching. A minimum of 5 contact hours must be spent actively teaching (not assisting or observing others teach).
Remaining Hours	15 hours		<i>Hours to be distributed among the categories above according to the school's chosen emphasis (may be contact or non-contact hours).</i>
Remaining Contact Hours		55 hours	Additional contact hours required to meet the overall minimum standards; <i>these hours must be distributed among the first five categories above.</i>
Total Hours	200 hours	180 hours	

*or equivalent

Revised 500 Hour Standards

Note: A 500 hour program is the total *cumulative hours* from both a 200 hour program, and 300 hours of additional advanced non-repetitive training. In addition to the minimum 500-hour curriculum requirements described above, 100 hours of yoga teaching experience are required in order to register as a RYTSM 500.

CATEGORY	REQUIRED HOURS	REQUIRED MINIMUM CONTACT HOURS	DESCRIPTION
Techniques Training/Practice	150 hours	100 hours with primary E- RYT SM s* ⁺	Includes asanas, pranayamas, kriyas, chanting, mantra, meditation, and other traditional yoga techniques. These hours must be a mix between (1) analytical training in how to teach and practice the techniques, and (2) guided practice of the techniques themselves; both areas must receive substantial emphasis.
Teaching Methodology	30 hours	20 hours with primary E- RYT SM s* ⁺	Includes principles of demonstration, observation, assisting/correcting, instruction, teaching styles, qualities of a teacher, the student's process of learning, and business aspects of teaching yoga. May include a maximum of 5 hours on business aspects of teaching yoga.
Anatomy & Physiology	35 hours	20 hours	Includes both human physical anatomy and physiology (bodily systems, organs, etc.) and energy anatomy and physiology (chakras, nadis, etc.). Includes both the study of the subject and application of its principles to yoga practice (benefits, contraindications, healthy movement patterns, etc). A minimum of 15 hours must be spent applying A&P principles to yoga.
Yoga Philosophy/ Lifestyle and Ethics for Yoga Teachers	60 hours	45 hours	Includes the study of yoga philosophies, yoga lifestyle, and ethics for yoga teachers. A minimum of 2 contact hours must be spent on ethics for yoga teachers.
Practicum	40 hours	20 hours (10 with primary E- RYT SM s* ⁺)	Includes practice teaching, receiving feedback, observing others teaching and hearing/giving feedback. Also includes assisting students while someone else is teaching. A minimum of 10 contact hours must be spent actively teaching (not assisting or observing others teach).
Remaining Hours	185 hours		<i>Hours to be distributed among the categories above according to the school's chosen emphasis (may be contact or non-contact hours).</i>
Remaining Contact Hours		245 hours	<i>Additional contact hours required to meet the overall minimum standards; these hours must be distributed among the first five categories above.</i>
Total Hours	500 hours	450 hours	

*or equivalent