



Anusara Training Registration Fee Update

MAY 2019

PART I. Welcome

- ▶ Thank you for taking time to learn more about the revised guidelines for Anusara teacher trainings.
- ▶ This document was originally prepared for use during virtual meetings that took place in April 2019 with teachers who wanted to learn more about the new training registration fee.

PART II. Context

New Programs

- ▶ “I Am Anusara” – the School’s global annual fundraising campaign
- ▶ Yoga Vibes – first corporate sponsor
- ▶ *Anusara Marga* – quarterly online magazine

How the School supports the global Anusara community

- ▶ Heart of Anusara Series
 - ▶ 100 Anusara events in the past 12 months
- ▶ Support of Regional Gatherings
- ▶ Samavesha 2020—Bath, United Kingdom, September 23-27
- ▶ Professional development and continuing education through teacher trainings and other offerings

Professional Development Highlights

Professional Development

- ▶ 971 licensed teachers (as of April 30, 2019)
 - ▶ 532 Elements
 - ▶ 279 Inspired
 - ▶ 161 Certified
- ▶ **New Manual (to be released summer 2019)**
 - ▶ Therapeutic Manual
- ▶ **Professional credential expansion (effective September 2019)**
 - ▶ CATT to E-CAT (Experienced Certified Anusara Teacher)

Professional Development Highlights

- ▶ Simplification of the 300-Hour Teacher Training
 - ▶ Easier for students to complete
- ▶ Revision of the Certification Exam
- ▶ Development of a Universal Assessment Tool and Class Planning Tool (to be released summer 2019)

Anusara School of Hatha Yoga

- ▶ We are ALL Anusara!
 - ▶ Our value is our teachers and global community.
 - ▶ Our material assets are our Intellectual Property (IP).

- ▶ The School
 - ▶ Non-profit
 - ▶ Teacher-led global school

Revenue Sources

- ▶ License renewals (\$50-\$125)
- ▶ New Licenses (\$30-\$100)
- ▶ 200-hour Teacher Training registration fee (\$100)
- ▶ Donations
- ▶ Corporate Sponsors

Anusara Licenses

- ▶ 2019 was the first increase since 2012.
 - ▶ 10% on annual licenses
 - ▶ 30% on first-time licenses
- ▶ License fees are the largest source of income for our school.

Volunteers

- ▶ The School depends on the work of many volunteers.
 - ▶ Many volunteers work up to 20 hour per week without pay.
- ▶ Paid staff
 - ▶ Barely paid living wages by U.S. standards
 - ▶ Work beyond a sustainable pace because of our School is growing so quickly

Critical Point

- ▶ Anusara, Inc. had a budget of \$1.5-2 million USD and at one point a staff of 25 people. Anusara, Inc. relied on one individual to generate most of those funds.
- ▶ Anusara School of Hatha Yoga:
 - ▶ Needs to support the growth
 - ▶ Not enough people

OR

- ▶ Money for paid positions

Areas of growth

- ▶ Marketing and Communications
- ▶ Outreach to teachers in all global regions
- ▶ Expanding roles in the Professional Development Team (licensing and continuing education)
- ▶ Operations Team Coordinator (part-time to full-time)

The School's "Owned" Value

- ▶ Intellectual Property
 - ▶ Curricula
 - ▶ Manuals
- ▶ Universal Principles of Alignment
- ▶ Grow the School by expanding our memberships
 - ▶ Teacher Trainers encouraging teacher trainees to become AET (Anusara Elements Teachers)

Teacher Trainings

- ▶ Teacher trainings are the most important time when the School's **intellectual property** is widely utilized.
- ▶ As a school, we are sharing the School's intellectual property with our **students** in a teacher training.
- ▶ The students are going to use it in **their teaching**.
- ▶ Given that the students in teacher trainings are paying their teachers for the knowledge, the School is asking teachers who lead trainings to send a **small percentage** of the Teacher Training tuition fees back to the School for the intellectual property.

PART III. 2.5% Training Registration Fee

- ▶ As of May 1, 2019, all Anusara teacher trainers will pay a 2.5% registration fee to the School that is based on what the trainee is charged because:
 - ▶ The trainee is receiving the intellectual property and its value through their teacher.
 - ▶ The teacher trainer is representing the School and, as such, is responsible for the intellectual property. In this way, the School grants teachers “ownership” through licensing in our teacher-led organization.

Why 2.5%? (continued)

- ▶ This is a **one-time charge** to the trainee (for each training attend), as opposed to:
 - ▶ Annually recurring licensing fees for use of intellectual property
 - ▶ Greater increase of licensing fees
- ▶ 2.5% is more **egalitarian** than a flat fee.
 - ▶ It naturally adjusts for differences, such as the fee amounts to reflect any locality's market and the size of a training.

Examples of the 2.5% Fee

Immersion Trainings (1, 2, 3)

Student Income	\$1,500
Anusara teacher's 2.5%	\$37.50

200-Hour Teacher Training

Student Income	\$3,000
Anusara teacher's 2.5%	\$75.00

Example: Training tuition is split between a teacher and the studio

You teach at a local non-Anusara studio. The studio advertises and collects the income. You, the Anusara teacher, registers the training with the School. The School markets your training through:

- ▶ Anusara's website
- ▶ Heart of Anusara Event Series
- ▶ Social Media
- ▶ *Anusara Marga*, the School's online quarterly magazine

Tuition is split between you (70%) and the studio owner (30%) for a 200-Hour Teacher Training.

Income from 10 students	\$30,000
Studio collects 30%	\$9,000
Anusara teacher collects	\$21,000
Anusara teacher remits 2.5% to the School	\$525

Details

- ▶ This new training registration fee is effective starting May 1, 2019 UNLESS:
 - ▶ A training BEGINS before August 1, 2019
 - ▶ You register your training under the current policy BY May 15, 2019
- ▶ An email was sent to the community on May 1, 2019, announcing this change.
- ▶ Zoom meetings that took place in April to explain these changes were recorded. If you would like to listen to a recorded meeting, please email information@anusarayoga.com

Training Fee Registration Process

Same procedure:

1. Register online before it begins (email Licensing Specialist Ory Brown at ory@anusarayoga.com)
2. After 30 days of the start of your teacher training, remit 2.5% of your registration income to the School. (You will receive an invoice.)

300-Hour Teacher Training

For CATTs (Certified Anusara Teacher Trainers)

- ▶ Current CATTs received an email in May 2019 requesting renewal of their 2019 license.

- ▶ In September 2019, the CATT license will convert to a new license called an Experienced Certified Anusara Teacher (E-CAT).
 - ▶ This new license:
 - ▶ Broadens the parameters to teach 300-hours to include:
 - ▶ Experience as a teacher, practitioner, Immersions and Teacher Trainings taught
 - ▶ Reduce exceptions
 - ▶ Provides Experienced Teachers a new professional credential.



Thank you for taking the
time to review this
document!

Questions?

Email information@anusarayoga.com