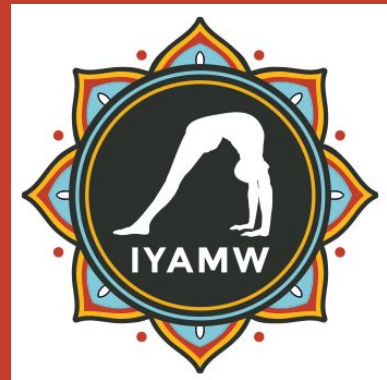


# IYAMW

# Regional Community Meeting



Sunday, February 19th, 2023



# Welcome!

## Agenda:

- Former President Kristen Kepnick Recap
- Welcome from new President Dawn Baurichter
- Survey highlights
- Breakout rooms
- Large group report back and discussion
- Wrap up

# Highlights from our last three years...



- The IYAMW Community and our mission
  - Supporting teachers and students
- 2020
  - Covid grants
  - Fall Fest
- 2021
  - Virtual Retreat
  - Notecard Sale
- 2022
  - In-person Retreat
- Board Member Update
- Volunteers - join us!



# What we're looking forward to moving forward....

- Taking feedback from the survey and today's meeting
- Funding more scholarships and community grants
- Building off of what the last board has done
- Recruiting more new board members
- Building IYAMW community & working with great people!

# IYAMW 2022 Survey

- Survey ran from : Jan 17th, 2022 - April 30th 2022
- administered electronically through: Typeform
- Created by the IYAMW membership committee and approved by the IYAMW board

## Membership Committee and Supports:

Alice Bagley  
Patrina Dobish  
Jan Nelson  
Erin Shawgo  
Huu Nguyen  
Connie Zdenek

## Goal:

better understand members experiences and the experience of non-member Iyengar yoga practitioners in the Midwest

## Promotion of the survey included:

- Emailing all IYAMW members
- Spreading through the e-newsletter
- Emailing teachers and studio owners to specifically request sharing with their students
- Offering incentives for studios and teachers to promote

## IYAMW COMMUNITY SURVEY!



**STARTING: Jan. 17th, 2022 – ENDING: April 30, 2022**

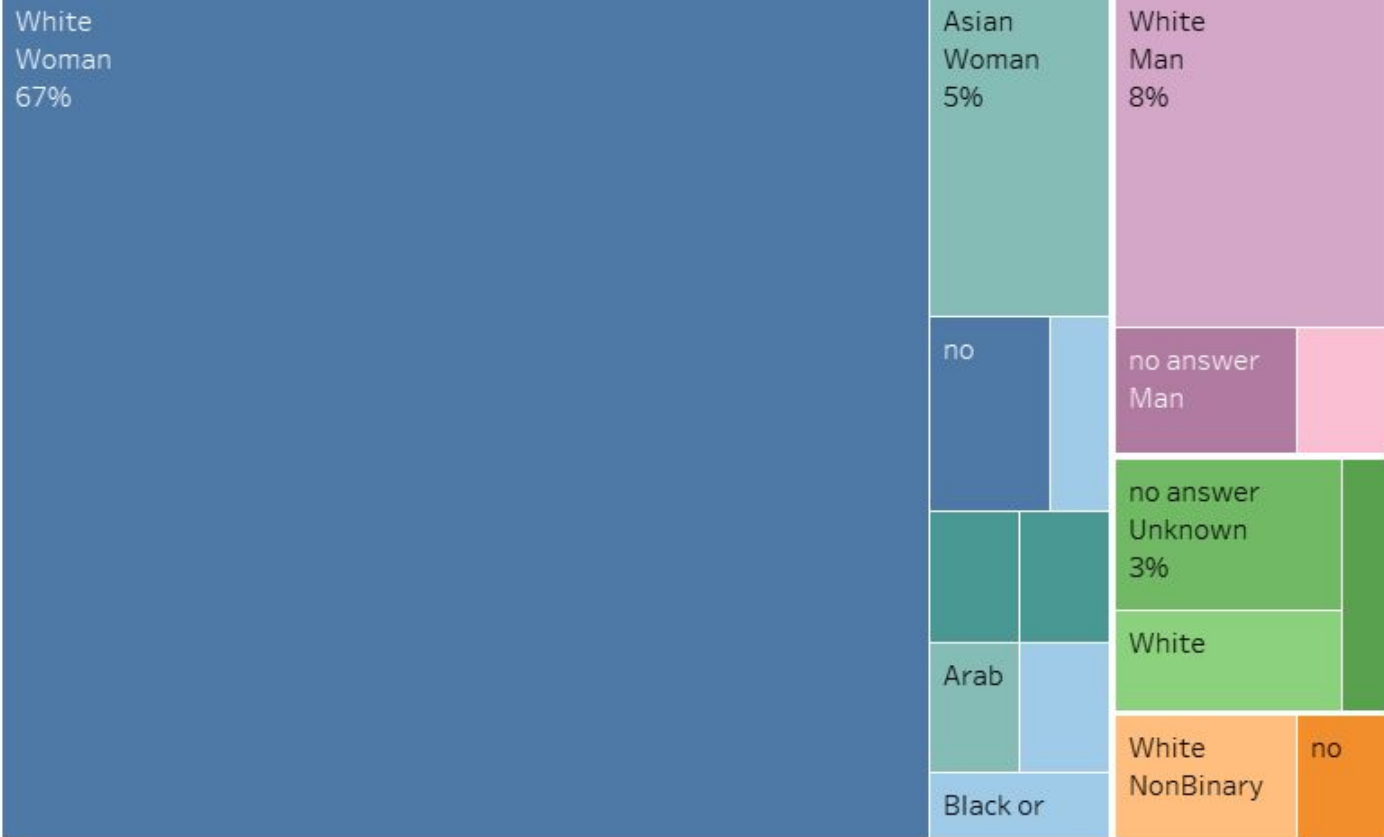
### **MEMBERS AND NON-MEMBERS:**

This Simple Survey will help IYAMW:

- Design Programming
- Set our Budget
- Determine Core Needs & Goals of our Region

### **INCENTIVES FOR PARTICIPATION:**

- For the three top studios/teachers IYAMW will provide a \$100, \$200 & \$300 grant;
- Individual respondents to win an IYAMW gift pack (through a participant raffle entry).



- Gender, Ethnicity and Race
- Man, no answer
  - Man, White
  - Man, White, Hispanic/Latino/Latina/L..
  - NonBinary, no answer
  - NonBinary, White
  - Unknown, Asian
  - Unknown, no answer
  - Unknown, White
  - Woman, Afro-Caribbean
  - Woman, American Indian or Alaskan N..
  - Woman, American Indian or Alaskan N..
  - Woman, Arab
  - Woman, Asian
  - Woman, Black or African American
  - Woman, Black or African American, Hi..
  - Woman, no answer
  - Woman, White

# Demographics

## Age

18-24	1%
25-34	5%
35-44	10%
45-54	21%
55-64	33%
65-74	24%
75-84	5%
NA	1%
Grand Total	100%

## Annual Household Income

under \$10,000	1%
\$10,000-\$19,999	4%
\$20,000-\$34,999	9%
\$35,000- \$49,999	9%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	11%
over \$100,000	24%
decline to share	20%
NA	1%
Grand Total	100%

- Largest household income group (24%) at over \$100K.
  - Majority age of respondents was over the age of 45, with only 16% under age 45
-



# Membership

	<1 year	1-5 years	6-10 years	11-15 years	15-20 years	More than 20 years
Access to members-only materials through the IYNAUS ..				2	3	4
Desire to support the work of the association			1	7	1	6
Financial incentives (discounts on workshops and class..					1	
I have to in order to maintain my certification				2	2	8
To feel a part of a larger Iyengar Yoga community	1		1	3	2	11
No Answer		1	2	4	3	4
Grand Total	1	1	4	18	12	33

# Teachers and Studio Owners

- 38% of respondents were teachers
- 46% of respondents were not teaching
- 10% were interested in becoming teachers

14 respondents were studio owners and their requests for support were:

- Ways to collaborate and connect with other studio owners in the region
- Financial support
- Workshops on business operation

What support do teachers want?

1. Continuing teacher education (therapeutics, teaching teens, pranayama, etc)
2. Regional gatherings to connect with fellow Midwest practitioners
3. Promotion of classes and workshops

# IYAMW Benefits

Resource	Know of	Utilize
Email newsletters featuring news from around our region	89.3% (67)	81.9% (59)
Discounted pricing on specified yoga events, such as yoga workshops and special classes (in the Midwest region)	82.7% (62)	30.6% (22)
Opportunities to receive scholarships towards Iyengar yoga conventions, conferences, teacher certification courses and IYAMW-sponsored events	73.3% (55)	8.3% (6)
Voting privileges for electing members of IYAMW's Board of Directors and the Midwest regions IYNAUS representatives	58.7% (44)	12.5% (9)
Opportunities to receive community grants to put on events centering Iyengar yoga in your community	49.3% (37)	8.3% (6)
Membership fees are tax-deductible	36% (27)	27.8% (20)

# IYAMW Sponsored Events

	Avg	Ranked 1-5
Asana workshops with visiting senior teachers	3.69	78%
Asana workshops with regional certified teachers	3.59	82%
Yoga philosophy workshops with visiting scholars	4.81	69%
Yoga philosophy workshops with regional certified teachers	5.56	56%
Pranayama workshops with visiting senior teacher	6.49	50%
Pranayama workshops with regional certified teachers	6.69	28%
Therapeutic application workshops	6.04	43%
Workshops about community and culture in our yoga region	8.20	11%
Classes for People of Color	8.39	19%
Community practice sessions	9.00	18%
Community service projects	10.17	12%
Social gatherings	11.53	3%
Asana workshops for teenagers and kids	11.03	10%
Classes for LGBTQ community	12.04	11%
Yoga classes in other languages	13.60	6%

# How do you experience the Midwest region?

Welcoming 70.5% (55)

Accessible 50% (39)

Inclusive 48.7% (38)

Exclusive 9% (7)

Inaccessible 5.1% (4)

Biased 2.6% (2)

Discriminatory 1.3% (1)

Other 2.6% (2)

“all of the above depending on the studio”

“I have experienced nothing but the goodness of the IYAMW Community and current board of directors.”

# IYAMW Goals

	Ranking	% Rank 1-3
Increase the diversity of our membership	2.94	63%
Support teachers and teachers-in-training through increased programming	3.25	57%
Provide financial assistance to members by lowering rates for workshops/lessons and offering scholarships	3.65	45%
Increase programmatic focus on societal issues and how they interact with yoga	3.95	47%
Outreach to under-served communities	4.08	42%
Have a permanent 'home' (or institute) for Iyengar Yoga in our region	4.81	33%
Increase fundraising to expand financial support	5.31	14%

# Breakout Groups

You will have 25 minutes. The following questions are to help guide discussion.

- What are your initial reactions to the survey results?
- What makes you feel welcome in a community and how does this connect to your IYAMW experience?
- What successful programs have you seen to increase diversity? What are ideas you have to increase diversity?
- How could IYAMW be more aligned with YOUR view of the organization?
- How do you see yourself serving within your IYAMW community and what does it mean that your community also serves or supports you?

## Guidelines:

- Notice how much “space” you are taking up
  - Step back if you often talk
  - Step up if you are quieter
- Try to stay on topic- we have limited time.
- Let disagreements be disagreements
  - We aren’t making decisions today
- Talk about issues not people
- Listen actively to others in your group

# Report back

What's the most important thing you want IYAMW to take from your small group discussion?



# Ways to get involved...

- Become a member and encourage others to become members!
- Volunteer for a committee
- Volunteer to be a board member
- Have skills and want to share
- Speak up and let us know what you want to see!

<https://iyamw.org>

<https://iynaus.org/>

contact@Iyamw.com

