

YOGA ADVISORY BOARD MEETING APRIL 18, 2025

AGENDA & MINUTES

1. Welcome & Introductions

- In attendance:
 - Denaya Dailey - Head of CSM Yoga
 - Emily Galvin - Owner of Peacebank Yoga in Redwood City
 - Michele Mandelle - Group Fitness Manager at PJCC
 - Liron Yudhai - CSM YTT Graduate (2024) and owner of Liri Yoga
 - Robin Jaffe - CSM YTT (2014) Graduate (and owner of Robin Jaffe Yoga
 - Anat Kadeem - CSM YTT (2019) Graduate, teaches yoga at PJCC
 - Blu High - CSM YTT (2016) Graduate, teaches yoga at Peacebank Yoga +
 - Eva Lam - CSM YTT (2012) Graduate, teaches at Rosewood Hotels & Resorts
- Purpose of the meeting
- Brief intros

2. Review Agenda

3. Program Updates

- Enrollment trends & student demographics
 - CSM YTT has yet to reach the enrollment numbers that it experienced pre-covid.
 - Marketing Challenges
 - College Marketing typically focuses on larger departments rather than individual certificates.
 - Limited marketing support leads to a need for proactive outreach by individual certificate programs.
 - Michele has hired many of our graduates and said that she would continue to help promote our certifications via word of mouth.
 - Alumni Engagement
 - Leveraging alumni networks to promote programs and increase enrollment.
 - Alumni referrals can be vital in boosting class attendance.
 - Liron offered to assist with our social media channels. She has a very robust social media network and has built much of her business on social media.

- Emphasize the importance of quality content for building an online presence.
- Utilizing social media ads, such as boosting posts, can increase visibility and followers.
- Encourage sharing of content by followers for increased outreach.
- Conduct giveaways to incentivize social media sharing.
- **Branding and Identity**
 - Establish a strong personal brand distinct from the college to maintain authenticity. Have Denaya be the Brand Ambassador.
 - Consistency in branding (colors, style) enhances recognition.

4. Labor Market & Industry Trends

- Current data on yoga/wellness career outlook
- Advisory board input on evolving job market needs
 - Rse in demand for Pilates and yoga classes.
 - Hiring managers are having problems with finding full-time instructors in the current market.
 - Yoga teachers are teaching part time on top of their day-job. This does not leads to an “in & out” culture with little to no community building.
 - Studio owners would love more full-time yoga teachers to help build community and build the status of the studio.
 - Career Opportunities for Students
 - Creating pathways for career options through partnerships with local studios.
 - Proposal for a video introduction from studio owners can enhance awareness of available opportunities.

5. Curriculum Review

- Teaching methodologies & content
- In-demand skills (e.g. prenatal, mobility, equity, aging)
 - Most in-demand skills for modern Bay Area yoga teachers **that we teach (in any capacity) at CSM YTT (from most covered to least):**
 - Restorative & Yin Yoga - ***we offer certificates in both of these genres!***
 - Always in demand, especially for studio diversity, corporate wellness, and hospital/clinic partnerships.
 - Deep knowledge of nervous system regulation is a plus.
 - Somatics & Embodied Movement Integration - ***we spend a lot of time on somatic work and understanding.***
 - Bartenieff Fundamentals, Laban Movement Annalysis, Katonah Yoga, Feldenkrais, functional range conditioning, mobility work — all blend well with yoga and appeal to Bay Area students looking for longevity and joint health.

- Continuing Education & Niche Specializations - ***this is a big part of both 200 and 300 hr trainings. Especially the 300-hr training.***
 - Teachers who continue learning (e.g., Yoga for Back Care, Yoga and Mental Health, Ayurveda basics, Sound Healing) have a competitive edge.
 - Bay Area students love niche workshops and series.
- Mindfulness, Meditation & Nervous System Regulation
 - Strong demand for teachers who can integrate meditation, breathwork, and down-regulation techniques into group classes or workshops.
 - Polyvagal-informed practices and iRest (yoga nidra) are gaining popularity.
- Trauma-Informed Teaching
 - Ability to create safe, choice-based classes with clear, inclusive language.
 - Strong demand in both public studio classes and community-based programs (e.g., clinics, schools, recovery centers).
- Cultural Competency & DEI Awareness
 - Teachers with thoughtful understanding of yoga's cultural roots and ability to create welcoming spaces for BIPOC, LGBTQ+, and underserved communities.
 - This includes correct Sanskrit pronunciation, context for yoga philosophy, and awareness of power dynamics.
- Adaptive & Accessible Yoga
 - Skills to teach diverse bodies: seniors, plus-size, disabled, neurodivergent, and injury recovery students.
 - Chair yoga, restorative yoga, and functional movement integration are highly respected.
- Business & Entrepreneurial Skills
 - Teachers who understand branding, marketing, ethical social media, and online teaching tech are more self-sufficient and attractive to studios and clients.
- Corporate Yoga & Workplace Wellness
 - Companies increasingly seek yoga teachers for stress relief, posture correction, and wellness offerings (in-person and virtually).
 - Teachers with professional demeanor and short-format class skills (20–30 min sessions) stand out.
- Prenatal & Postnatal Yoga
 - Consistently sought after in community centers, boutique studios, and private practice.
 - Teachers who also have doula or pelvic floor knowledge are especially valuable.
- Recommendations for revisions or additions

6. Work-Based Learning & Career Pathways

- Internships, mentorships, and guest teaching, Career support for students, Industry engagement
 - Michele discussion offering internships and student-led teaching labs as training opportunities at PJCC
 - Collaborative teaching practice can benefit instructors and create a supportive teaching environment.

7. Grant Funding Alignment (Perkins & Strong Workforce)

- Programs supported by funding this year
 - Decolonizing Your Yoga Teaching Workshop
 - Yin Yoga 20-hr Training/Certificate
 - Ayurveda Workshop
 - Pranayama Workshop
 - Hidden Villa Learning Lab 2-Night Stay
 - Staying at a retreat center rather than camping (which we have done every year in the past) made such a huge difference! Students were more well rested, it was easier to do yoga in the indoor spaces, students really got a feel for leading a true retreat.
 - Manual re-write
 - I am reworking the YTT manuals with new images and updated information.
 - Manuals will be printed for students on [Lulu.com](https://www.lulu.com), saving students on textbook costs.
 - Printing at CSM Bookstore was \$150
 - Printing from [Lulu.com](https://www.lulu.com) will be \$45
- Input on priorities for future applications
 - Hoping to revisit the same activities next year as all of these were amazing!

8. Equity & Access

- Serving diverse student populations
- Reducing barriers to participation
- Student success strategies

9. Open Forum for Feedback

- What's working well
 - Strong sense of community among cohorts; alumni feel connected and supported.
 - Program's blend of Budokon, Katonah Yoga, restorative, and trauma-informed practices is unique and highly valued.
 - Program's academic rigor is highly valued.

- Practical teaching labs and feedback circles are preparing students well for real-world teaching.
- Suggestions for growth
 - Expand curriculum to include more business skills (marketing, ethical social media, how to build a private clientele).
 - More opportunities for alumni engagement: continuing ed, workshops, panels.
 - More practice teaching hours - always.
- Opportunities to support the program
 - Studio owners interested in offering practicum placements or apprentice opportunities.
 - Alumni eager to return as guest lecturers on niche topics (prenatal yoga, yoga for seniors, yoga and mental health).

10. Wrap-Up & Next Steps

- Action items
 - Proposal to maintain communication for ongoing collaboration and idea-sharing to enhance program offerings and community engagement.
- Next meeting date
 - September/October, 2025
- Closing gratitude