



Attitudes and Perceptions of Integral Yoga Teachers
Association Members and Non-members toward:

Services and Benefits Offered by the Integral Yoga
Teachers Association

and

The Integral Yoga Basic Teacher Training Experience

By

Gopal Watkins, Lakshmi Sutter and Andrew Godreau

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In spring of 2009, the Integral Yoga Teachers Academy sent out a 2 part survey designed to 1) obtain information on how well the Integral Yoga Teachers Association (IYTA) is currently serving IY teachers and how it might better serve them. And, 2) to find out how people perceived their Integral Yoga Basic Teacher Training experience and to see what worked, what didn't work and what we might do to improve future trainings (Appendix I).

The survey was sent to essentially two groups of people – current IYTA members and current non-members. This latter group included past IYTA members, teachers who are not currently members and other long-time sangha. Approximately 2,275 surveys were sent via email. We received an overall response rate of 24% or 655 complete responses. Even more impressive was that 61% (393) of current IYTA members responded to the survey.

Part I – Integral Yoga Teachers Association

People were asked to respond to a series of questions regarding different aspects and benefits of membership in the IYTA. Following are the questions and their respective answers.

Question: After the initial free membership period, did/will you renew your membership in the IYTA?

Nearly 93% of the current IYTA members that responded to the survey reported that that after the initial free membership period, they will or did renew their membership in the IYTA (Table 1). Only 36% of respondents who are not currently IYTA members renewed their membership in the IYTA after the initial free period.

Table 1. Response (in percent) of those surveyed who, after the initial free membership period, did or will renew their membership in the Integral Yoga Teachers Association (IYTA). Groups are divided into current IYTA members and current non-members.		
Response	Current Members	Non-members
Yes	92.8	36
No	7.2	64.3

The two reasons most often given by current non-members for not renewing their membership were: 1) a lack of financial resources and 2) they were no longer active Integral Yoga teachers. Some respondents felt that the cost of membership was prohibitive. Others found it difficult to get information explaining how to join and what benefits were offered. Some non-members commented that they felt the IYTA was more relevant for Americans than it was for people

from foreign countries. A substantial number of non-member respondents stated that they had been meaning to rejoin but had postponed, forgotten, or failed to get around to doing so.

Question: Which of the following IYTA benefits do you currently take advantage of ?

Only responses from current IYTA members are included for this question.

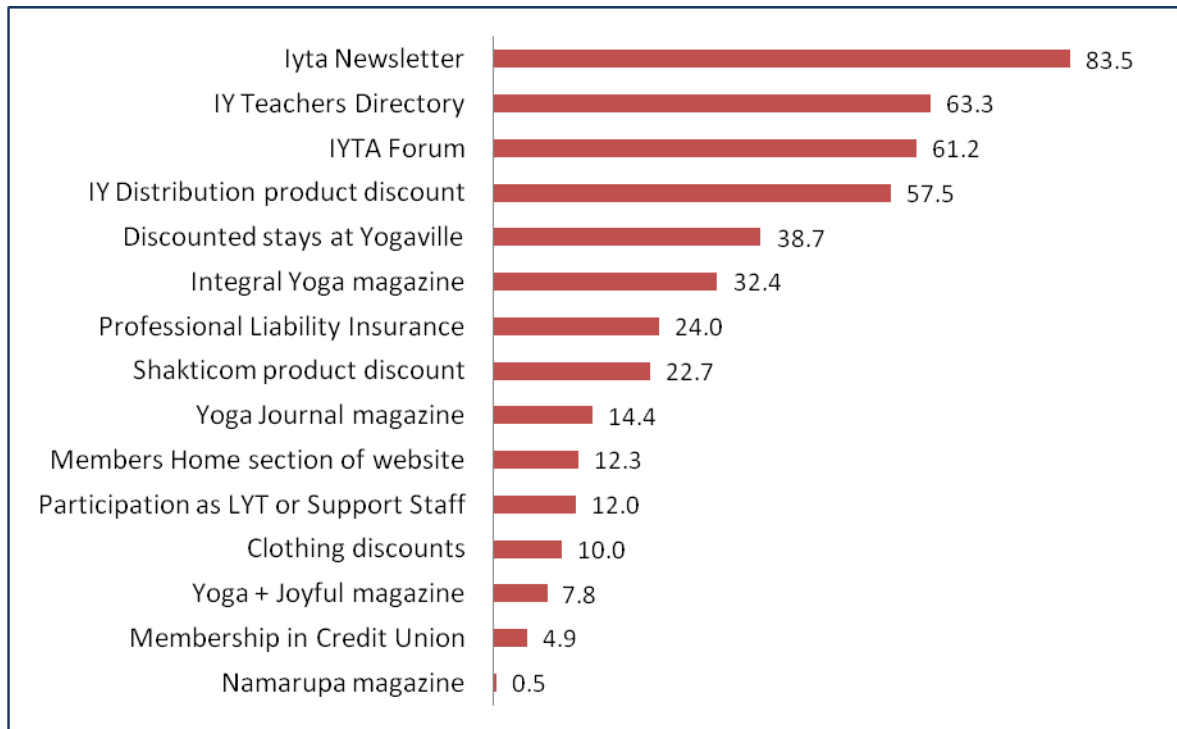


Figure 1. Response breakdown (in percent) to the question asking which of the following IYTA benefits do you currently take advantage of.

The IYTA Newsletter is the most utilized benefit; followed by the Teacher Directory, the IYTA Forum, and the Integral Yoga Distribution product discount (Figure 1).

Close to 40% take advantage of the discounted program and guest stays at Yogaville offered to IYTA members, while 12% of survey respondents have participated at the ashram as a LYT or Support Staff.

In general, members are less likely to take advantage of magazine subscriptions and clothing discounts than they are most other benefits. However, more than 30% of IYTA respondents avail themselves of the discount for the Integral Yoga Magazine. Fourteen percent of members use the IYTA discount to subscribe to the Yoga Journal and less than 8% of members use their IYTA discount to subscribe to Yoga + Joyful Living and Namarupa.

Currently, almost one quarter of IYTA respondents purchase liability insurance through the Teachers Association. Only 12% reported utilizing the Members Home section of the website and membership in the IY Credit Union (4.9%).

Question: Please rate how important the following IYTA benefits are to you.

We asked members to rate how important certain IYTA benefits were to them (see Appendix II for raw data). Over 50% of IYTA members rated both the Integral Yoga Distribution product discount and discounted stays at Yogaville as very important to them (Figure 2). Other benefits that a substantial number of members considered very important were the IYTA Newsletter (44%), liability insurance (39%) and the IYTA Teachers Directory (34%).

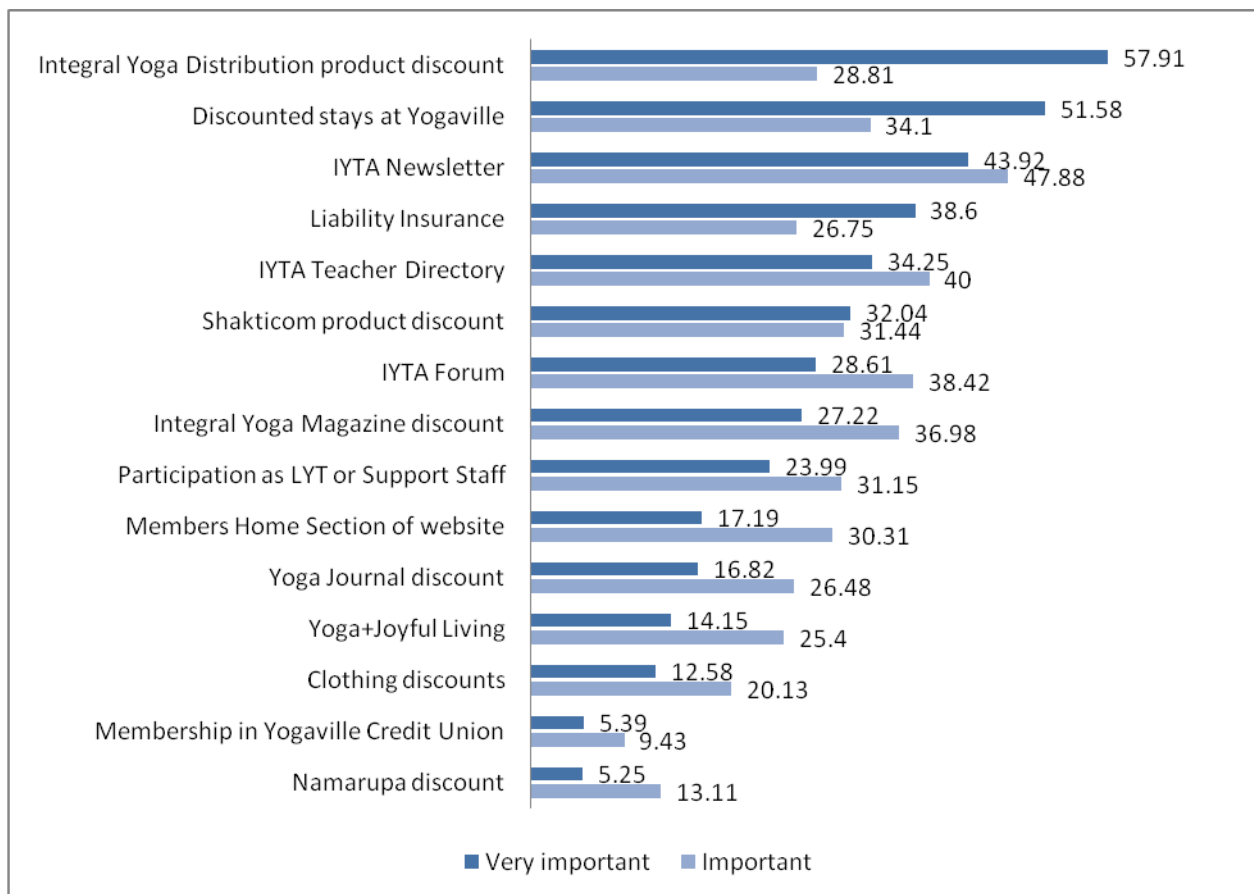


Figure 2. Percent of IYTA members who rated IYTA benefits as important or very important. Listed in order of the most respondents to rate benefits “very important”.

The IYTA Newsletter was rated important by nearly the same percentage of respondents who rated it very important (Figure 3). Roughly 40% of respondents rated the IYTA Teacher Directory

and IYTA Forum important benefits to them. Over a third of respondents also rated the Integral Yoga Magazine discount and discounted stays at Yogaville important.

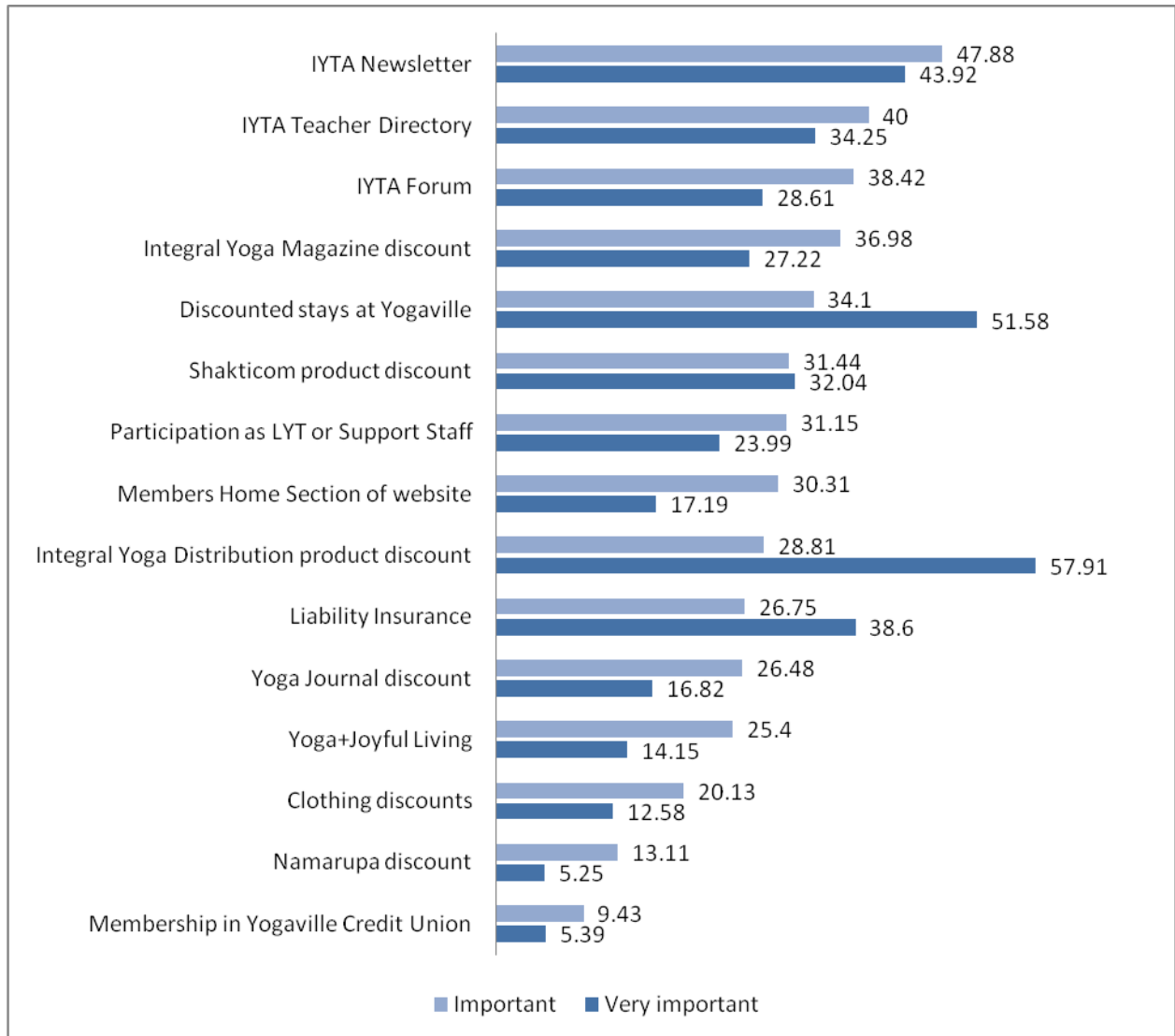


Figure 3. Percentage of IYTA members who rated selected IYTA benefits as important or very important. Listed in order of the most respondents to rate benefits “important”.

Combining the responses of members who gave ratings of either important or very important to the selected benefits, we found that at least 1/3 of member respondents thought that all but 2 of the benefits (Namarupa magazine discount and membership in the Yogaville Credit Union) were either important or very important (Figure 4).

The IYTA Newsletter, the Integral Yoga distribution discount, discounted stays at Yogaville and the IYTA Teachers directory received the greatest number of ratings of either important or very important by current IYTA members (Figure 4).

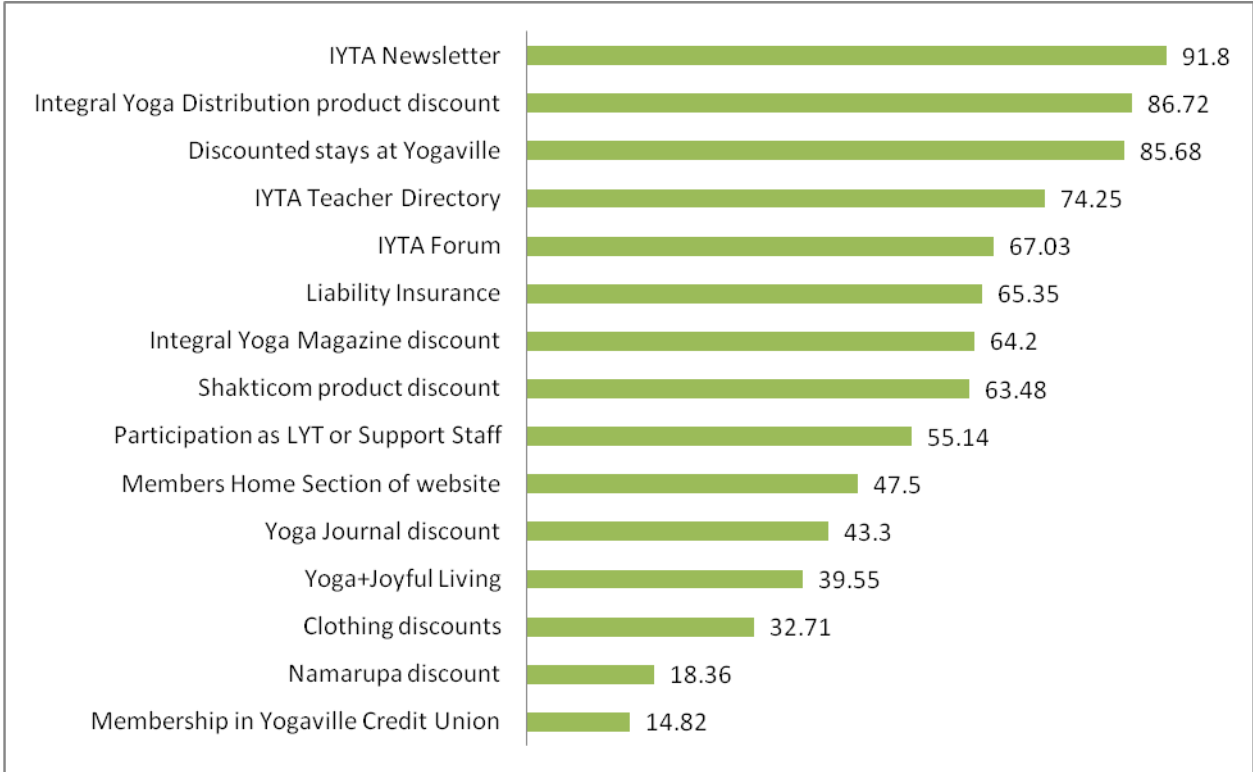


Figure 4. Combined percentages of IYTA members who rated selected IYTA benefits as either important or very important.

Question: How often do you read IYTA forum messages?

One third of current IYTA members who responded to the survey read the forum messages every time they receive one. Over 63% are frequent or every time readers of the Forum messages. Around 29% report that they occasionally to infrequently read the messages, while 8% of survey respondents never read messages sent them by the Forum (Figure 5).

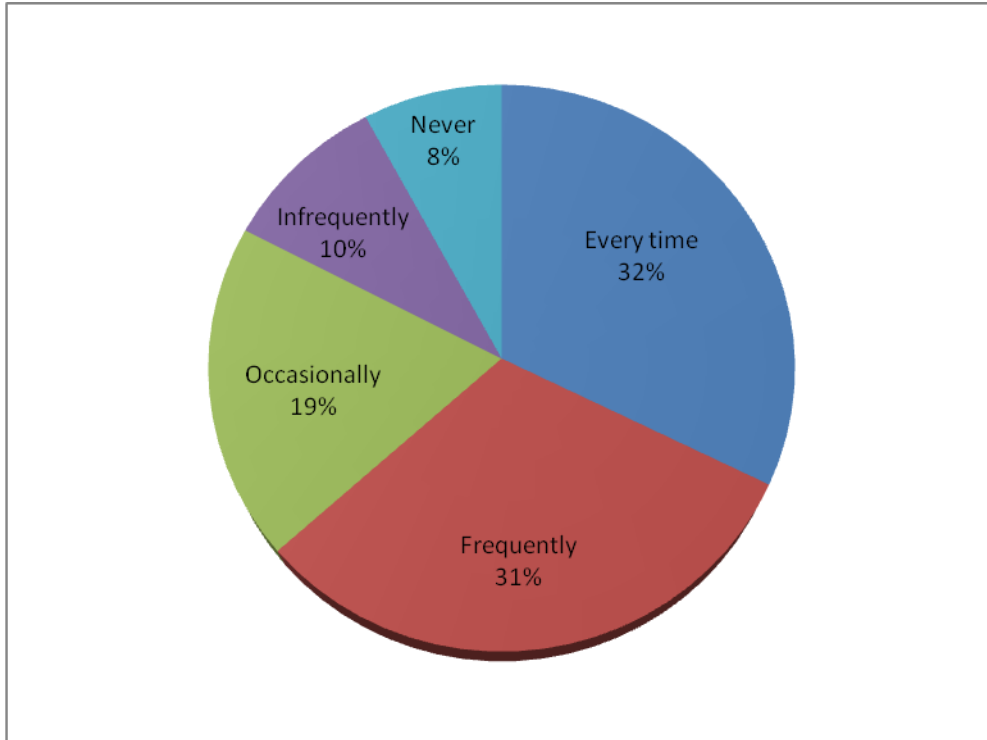


Figure 5. How often IYTA members read IYTA Forum messages (in percentages).

Question: What topics would inspire you to participate more in the Forum?

Following are the general categories that received the most responses to the question, what topics would inspire you to participate more in the Forum?

Mutual Support Among Teachers

Responses clearly demonstrated that IYTA members consider each other to be invaluable sources of information and inspiration, and rely on one another for teaching support. Many respondents expressed interest in hearing more on how other teachers teach: their methods and their insights. They want to hear true success stories of what has worked for them. Others would like fellow teachers to share more interesting stories that come from their Yoga classes. They want to hear about the problems/issues that come up and their solutions; this includes follow up on how previously posted questions on the forum were resolved. One European member reported that sharing experiences of success among teachers, of what has worked for them, including what kind of events they offer to their own communities has been an inspiration for others to offer similar programs in their countries. Several respondents encouraged using the forum to set up local community connections and networks.

The business side of teaching was also a topic that many would like to see expanded on the forum. Respondents would be interested in reading more ideas on advertising, marketing, pricing and keeping up with the Recession.

Teachers' Personal Practice

Besides teaching, IYTA members expressed a strong desire to address their own daily Yoga practice. Many respondents would be more inclined to participate in the forum if there was more discussion of practicing Yoga in one's daily life. Members are interested in knowing how others are living the teachings and how they have deepened their own Yoga practices. They would like there to be more sharing of the personal "trials and awakenings" that people have experienced on their own spiritual path.

Therapeutic Yoga/Yoga for Special Populations

Therapeutic Yoga was a favorite topic for forum discussion. Many IYTA members are interested in reading about the therapeutic aspects of Yoga and how to apply the practices to special needs populations. Yoga for children and seniors, cardiac Yoga, Yoga for stress management and for people with MS were several of the specific areas that respondents mentioned. Others would like to see the Forum used more to answer questions that students have regarding specific ailments and injuries as well as health issues such as high blood pressure, diabetes, and emotional/mental health.

Miscellaneous

Some members would be inspired by more discussion of traditional Yoga philosophy, and how it relates to living Yoga in the "real" world. A number of respondents would also like to know more about the latest scientific research that has been conducted on the measurable benefits of the yogic practices.

Various respondents would like to see a daily or weekly inspirational message from a senior teacher (500 level) or sannyasi.

Current Forum Format

While some were content with the present Forum format using Yahoo groups, a substantial number of respondents suggested that the Forum be changed to a private, real time forum where responses are immediate and more dialogue is possible. Some people have not found the Forum to be either useful or user friendly. There were other complaints that the enrollment and log in procedures were cumbersome and unclear.

Question: When you receive your quarterly newsletter, do you? (Immediately read it from cover to cover, savor it slowly over time, put it in your stack of things to read, I do not receive the IYTA Newsletter)

While almost one-third of IYTA members read their quarterly newsletter immediately upon receiving it, 46% savor it slowly over time (Figure 6). Twenty-one percent of respondents put it in their stack of reading and read it when they can, if they can.

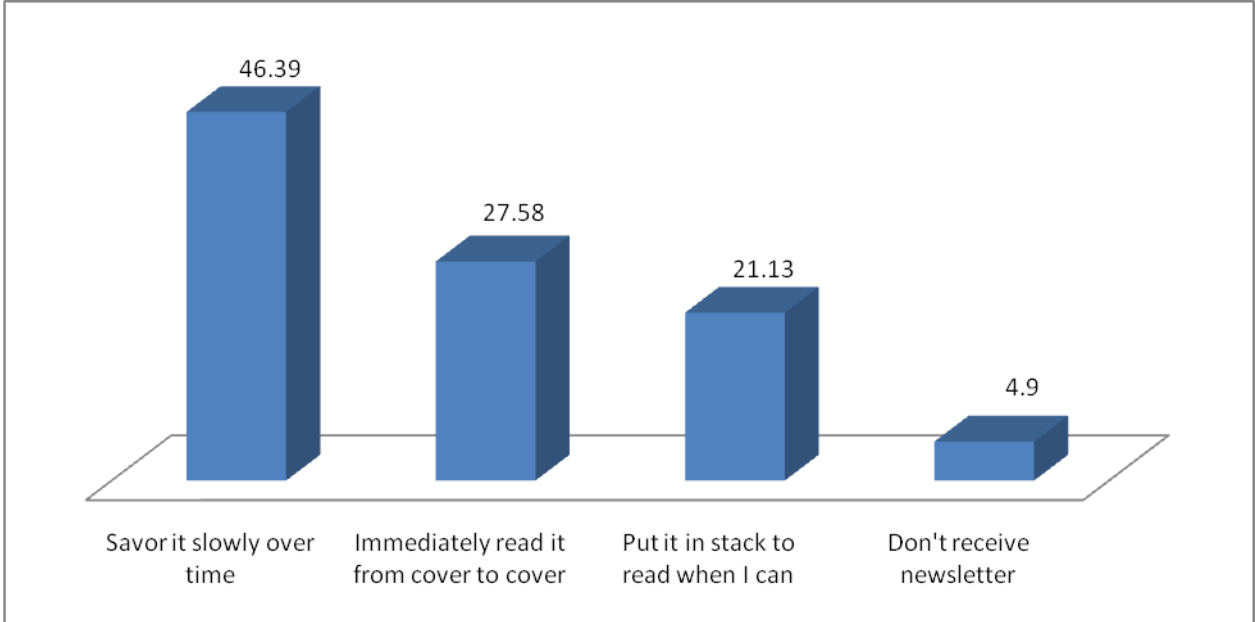


Figure 6. How members read the IYTA newsletter when they receive it. Shown in percentage of respondents.

Question: Would you prefer the quarterly newsletter online instead of a hard copy mailed to you?

When asked if they would prefer to receive the quarterly newsletter electronically online instead of a copy being mailed to them, nearly 3/4 of member respondents said they prefer receiving a hard copy of the newsletter (Figure 7).

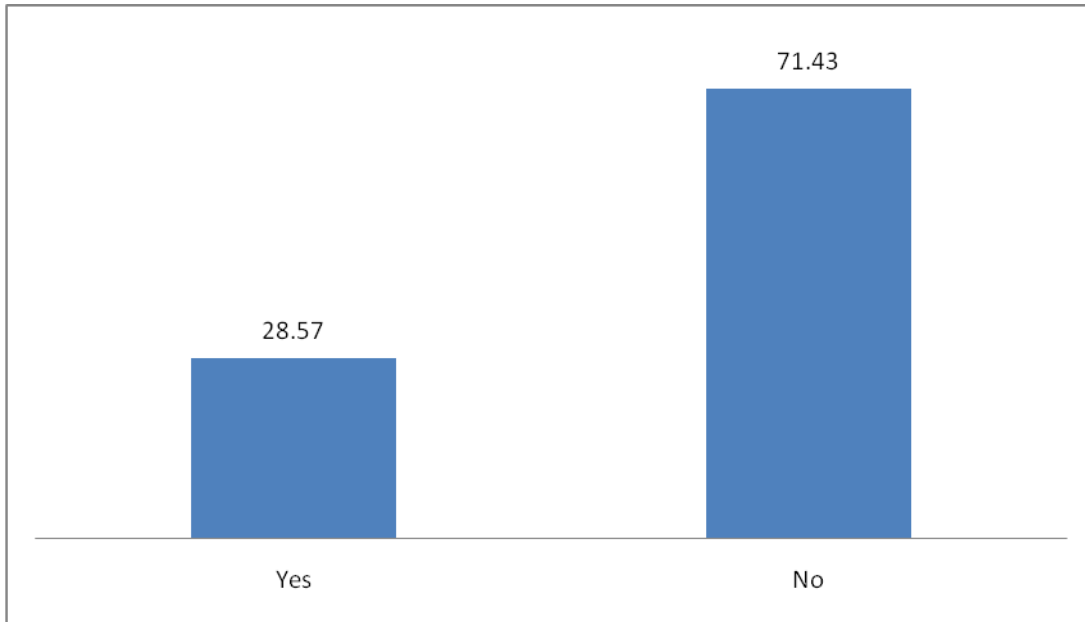


Figure 7. Response in percent to the question would you prefer the quarterly newsletter online instead of a hard copy mailed to you

Question: Which version of the IY Teachers Directory do you most frequently use?

Over 72% of IYTA members report using some version of the IY Teachers Directory. A majority, 45%, rely on the printed form as opposed to the the online version, which is used by roughly 17% of respondents (Figure 8). Ten percent of members use both versions equally, while nearly 28% of those surveyed do not use either form of the directory.

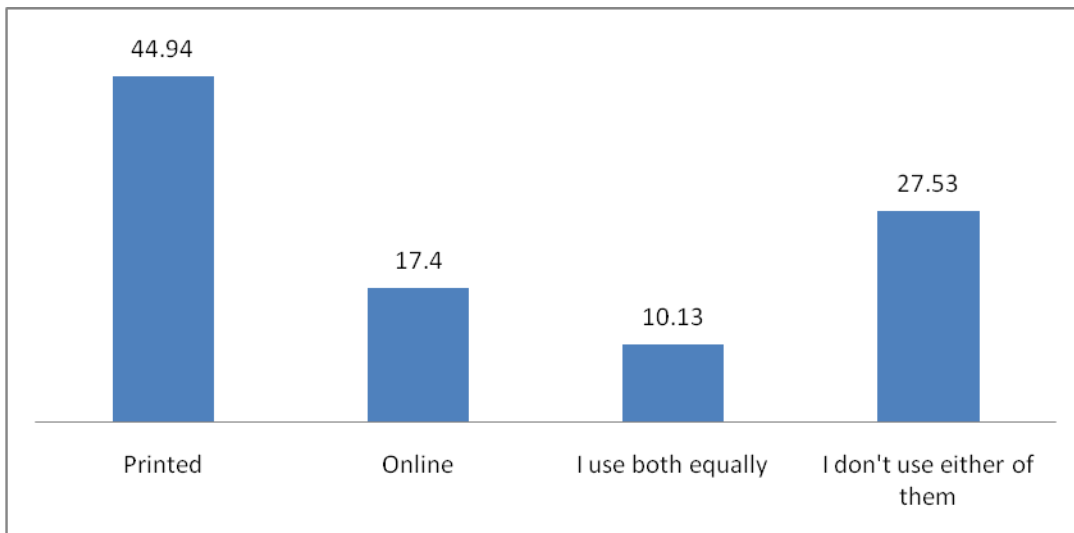


Figure 8. Response in percent to the question which version of the IY Teachers Director do you most frequently use.

Question: How often do you visit the IYTA website?

The IYTA website is used on a monthly or weekly basis by only 28% of IYTA members. Close to 60% of current members visit the website infrequently, while 13% never use it (Figure 9).

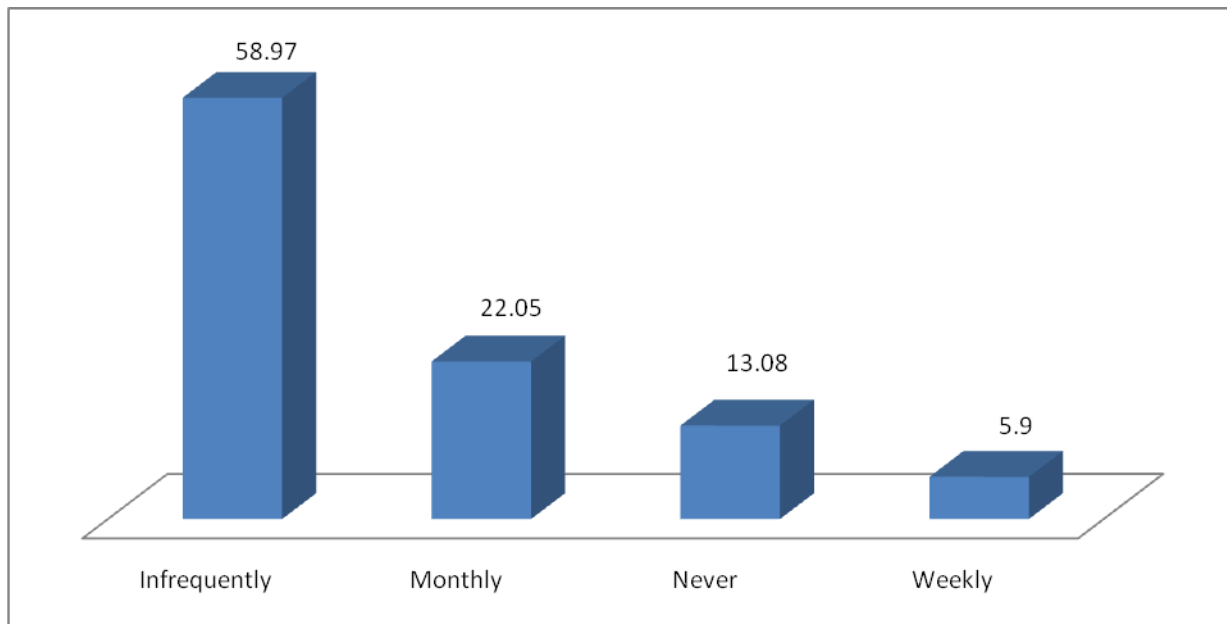


Figure 9. Response in percent to the question how often do you visit the IYTA website.

Additional Comments: Lack of time and being too busy were the primary reasons that respondents reported not visiting the IYTA website. Many people stated that they did not have access to a computer or preferred not to use the computer. A substantial number of current members did not find a need to visit the website, while a good number of people found the website to not be very helpful, in general.

Question: Do you know about the following resources on the IYTA website?

A majority of IYTA members who responded to the survey were not aware of several resources available on the IYTA website. Over 70% of respondent did not know archived newsletters were available on the website; 86% were unaware of the Teacher’s notebook on the web; and over 90% were unacquainted with the Spanish flyers available on the site (Table 2).

Table 2. Response (in percent) of members who were aware of the following resources on the IYTA website.

<u>Resource</u>	<u>Yes</u>	<u>No</u>
Archived Newsletters	28.94	71.06
Teachers Notebook	13.32	86.68
Flyers in Spanish	9.55	90.45

Question: Do you carry liability insurance? If you carry it through another carrier, please enter the name of the company.

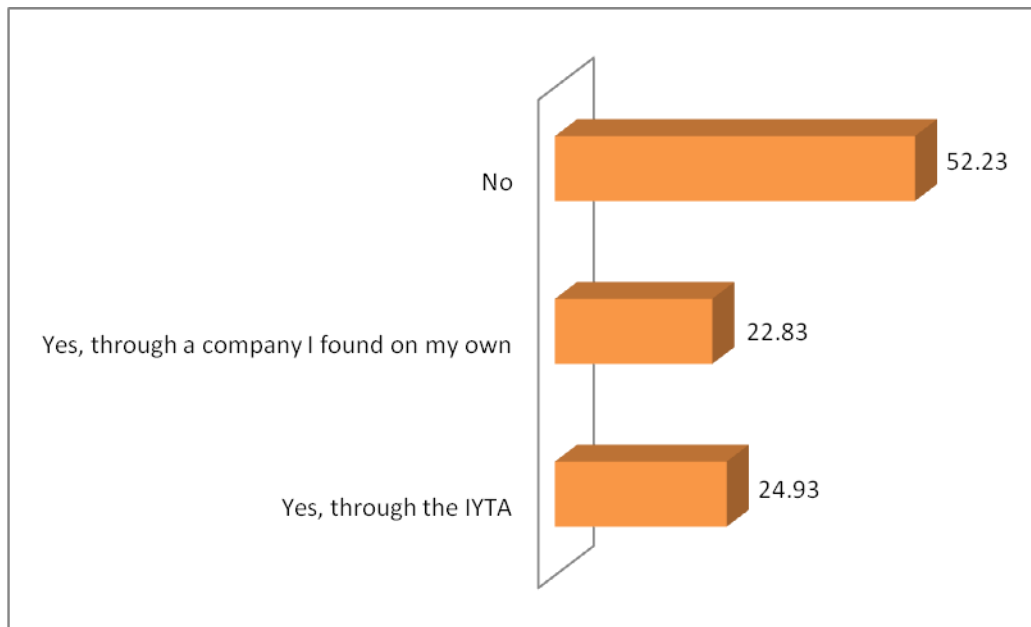


Figure 10. Response in percent to the question do you carry liability insurance.

Nearly 50% of IYTA member respondents carry professional liability insurance. Of those, roughly 25% carry it through the IYTA. The remaining 23% carry insurance through a company they found on their own (Figure 10).

Additional Comments: Some of the companies that teachers have purchased insurance through include Vennbrook, State Farm, Sports and Fitness, and the International Yoga Association. Overseas teachers have used REPS, Mapfre, and Chubb.

Question: Are you satisfied with your present insurance carrier?

Table 3. Response in percent to the question are you satisfied with your present insurance carrier.	
Yes	44.74
No	3.95
Not applicable	51.32

Whether respondents purchase insurance through the IYTA or a different carrier, 45% were satisfied with their present carrier (Table 3). Four percent were dissatisfied with their current carrier. To the nearly 51% of members who do not carry liability insurance, this question was not applicable.

Question: When you contact the IYTA, do you prefer to do so by?

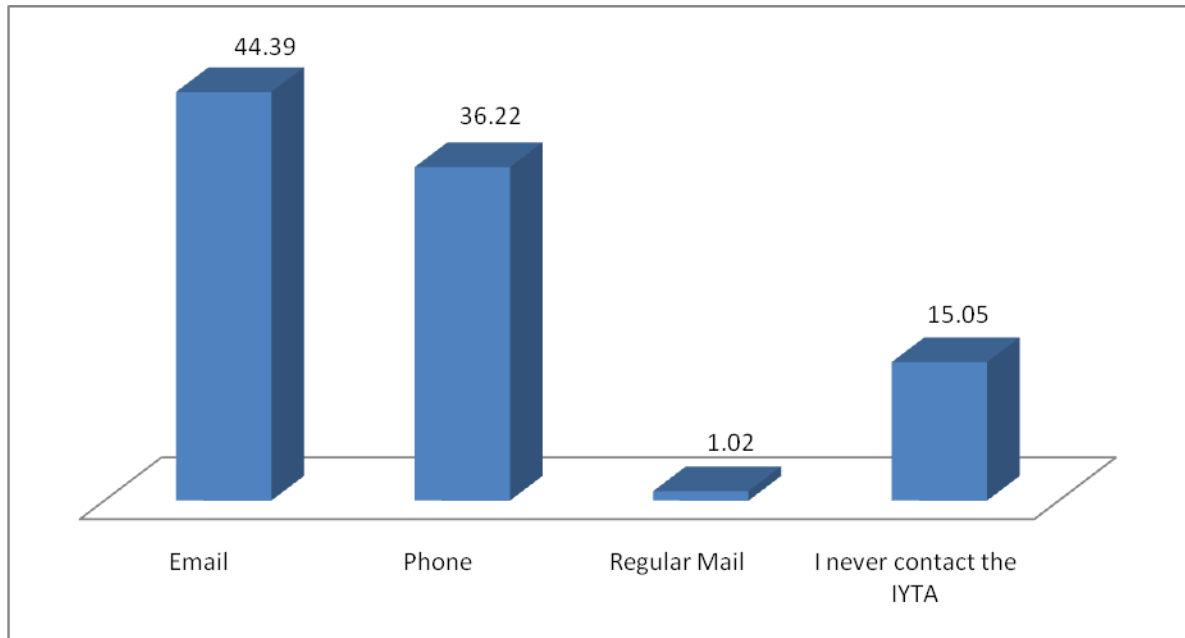


Figure 11. How members prefer to contact the IYTA (in percent).

Email is the preferred method of contacting the IYTA, followed by the telephone. One percent prefers to communicate with IYTA via regular mail. Fifteen percent of respondents never contact the IYTA (Figure 11).

Several people commented that they would appreciate a same day return of their email or phone call. For some, the service they have received from the IYTA hasn't always been the most efficient.

Question: How would you describe the response you've received when contacting the IYTA?

Courteous, prompt, addressed all concerns and competent, in that order, was how a majority of members described the response they received when contacting the IYTA. A little over 3% of member respondents had had frustrating experiences when contacting the IYTA or had found the IYTA unresponsive (Figure 12).

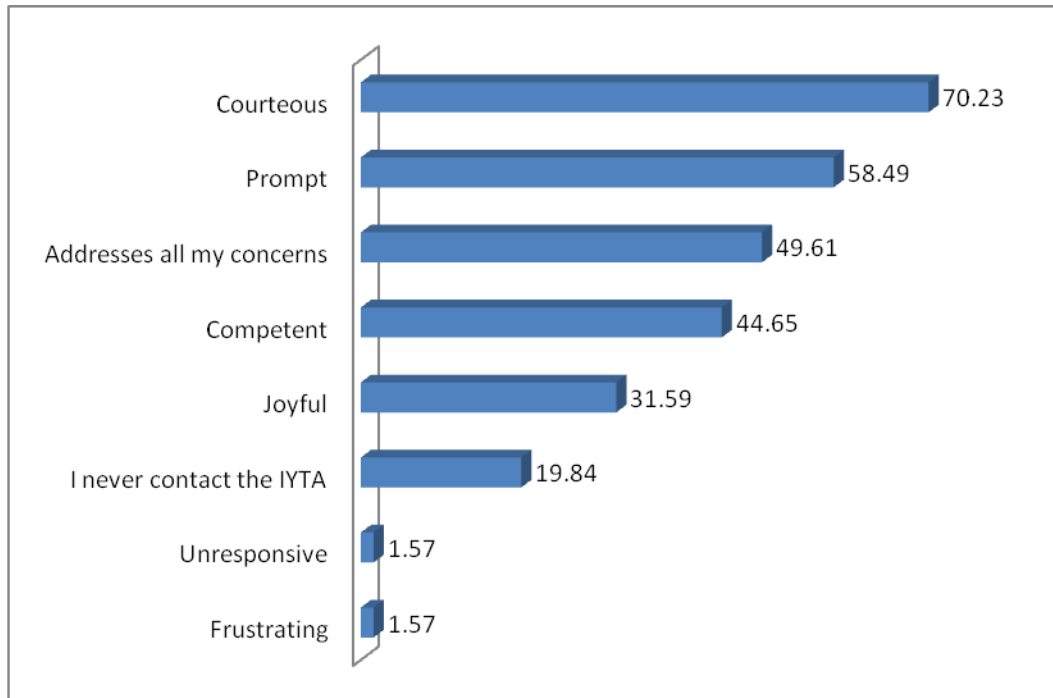


Figure 12. How members describe the response they've received when contacting the IYTA (in percent).

Question: What other benefits and services would you like to see the IYTA offer? Please rate how important each of the following are to you? (Responses from non-IYTA members were included in the following analysis)

Respondents were asked to rate a series of benefits and services from very important to not at all important (Appendix III). The 3 benefits that received the most ratings of very important were *mentoring to improve teaching skills*, *spiritual counseling*, and *individual health insurance* (Figure 13). One-third of current members and nearly 40% of non-members would like to see the IYTA offer a teacher mentoring program. Thirty percent of both groups felt spiritual

counseling was also very important to them. Individual health insurance was also rated very important by almost.

When the important and very important ratings were combined and averaged between the two respondent groups, we found that nearly 58% of members and non-members would like to see the IYTA offer an IY brochure template that could be used to market their classes. This benefit was rated slightly higher than individual health insurance although insurance had received slightly more very important ratings (Figure 13).

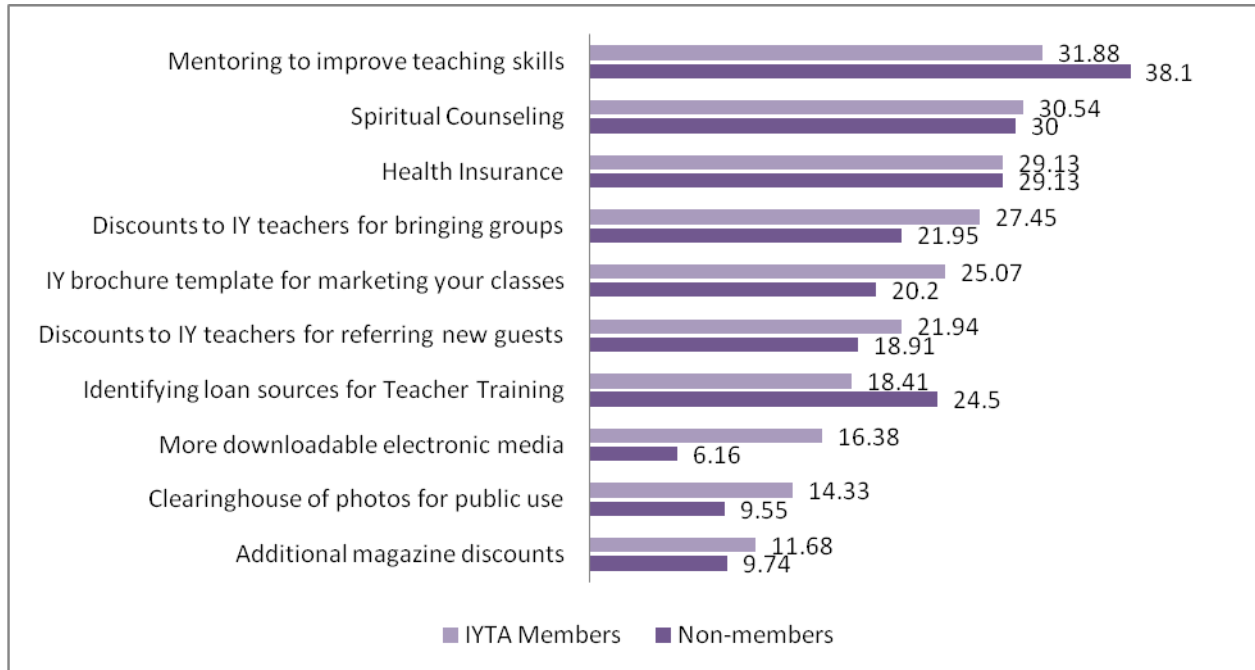


Figure 13. Percentage of IYTA members and non-members who rated benefits and services as very important.

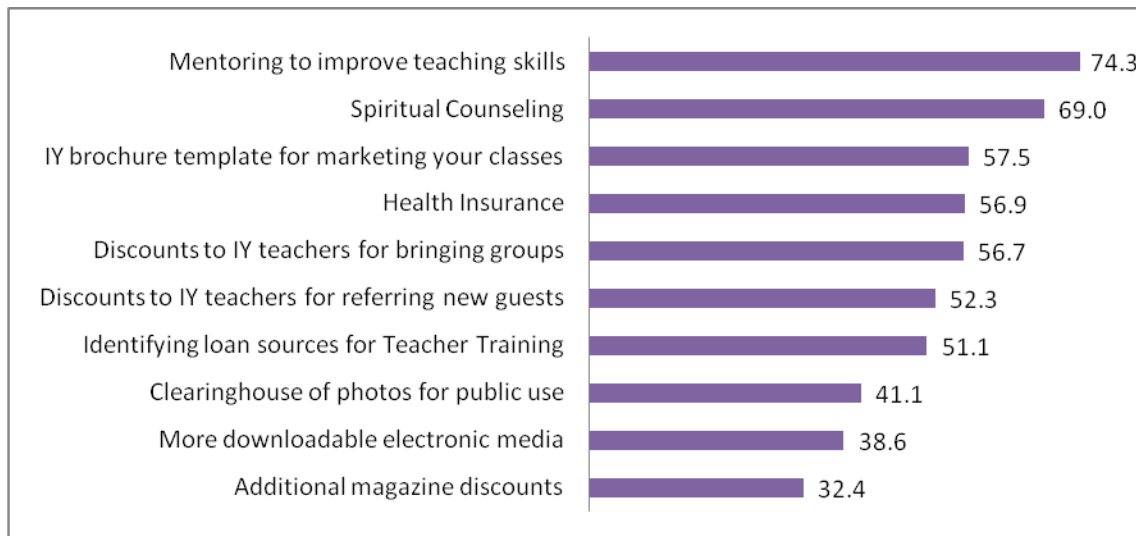


Figure 14. Benefits that were rated either important or very important by IYTA members and non-members. Ratings were added together and divided by 2 to obtain an average response between both groups.

Additional magazine discounts received the largest number of not important or not at all important ratings of all the suggested benefits (Figure 15). As previously mentioned, roughly 57% of respondents rated individual health insurance to be important or very important to them (Figure 14). At the same time, over 15% of respondents thought this benefit to be not important or not at all important to them. Respondents appeared to be most polarized on health insurance and additional magazine discounts. Thirty-two percent of respondents felt additional magazine discounts were important or very important versus 22% who felt they were not important or not at all important.

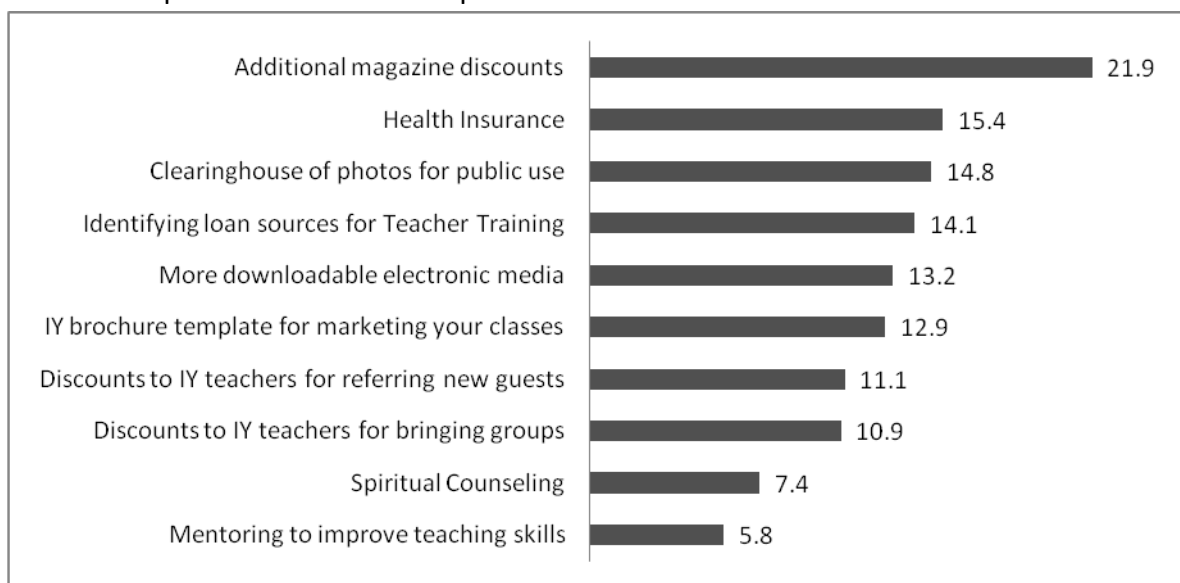


Figure 15. Benefits that were rated either not important or not at all important by IYTA members and non-members. Ratings were added together and divided by 2 to obtain an average response between both groups.

Combined ratings of not important plus not at all important were generally comparable between the two groups (separated by less than a percentage point) (Table 4). However, current non-members did rate *IY brochure template for marketing classes* and *identifying loan sources for Teacher Training* slightly less important than did current IYTA members. Current members, on the other hand, rated *offering discounts to IY teachers for referring new guests* slightly less important than did non-members.

Table 4. Combined ratings of not important + not at all important in response to the question what other services and benefits would you like to see the IYTA offer. Scores reflect percentage of respondents. Differences between the two groups are also measured in percentage.

	IYTA members	Non-members	Score difference
IY brochure template for marketing your classes	11.45	14.28	2.83
Identifying loan sources for Teacher Training	12.75	15.50	2.75
More downloadable electronic media	12.71	13.64	0.93
Mentoring to improve teaching skills	5.45	6.19	0.74
Discounts to IY teachers for bringing groups	10.64	11.22	0.58
Clearinghouse of photos for public use	14.61	15.08	0.47
Additional magazine discounts	21.66	22.05	0.39
Spiritual Counseling	7.56	7.15	-0.41
Health Insurance	15.68	15.04	-0.64
Discounts to IY teachers for referring new guests	12.23	9.96	-2.27

Question: Are there any other benefits you would like to receive from the IYTA (Responses from Non IYTA member respondents were included in the following analysis)

Many respondents took the opportunity to express their appreciation and satisfaction for what the IYTA currently offers. Several people felt that the IYTA did a good job keeping members in touch with one another and connected to the ashram. Others expressed feeling blessed to be part of the Teachers Association.

Some people felt they could be better served by the *IY Distribution Department*. A few members reported finding other companies that offered cheaper products of better quality that were more diverse in color, pattern, etc. Overseas members wished that Distribution offered foreign delivery and that discounts were more oriented to overseas sangha.

Assistance with *building a Yoga business*, business counseling and help finding teaching opportunities in their area were other services people mentioned they would like to receive.

An online service to create a website for IYTA teachers, *brochure, flier and newsletter templates* were other benefits several members suggested.

Some current teachers expressed the desire to have further *discounted and/or free workshops* for teachers, such as those offered by the Himalayan Institute.

Others felt they would benefit from *webinars or podcasts* on Yoga topics and skill improvement. Online training and development programs for teachers – especially those who are far from the ashram were suggested by several respondents.

A number of our overseas members strongly advocated for more consideration of *the needs of the international teachers*. Many feel that a majority of the services offered by the IYTA do not apply to the international shangha. Some encouraged the IYTA to find ways of making it more affordable for international members to visit the Ashram more often.

Question: How would you describe the value of your IYTA membership?

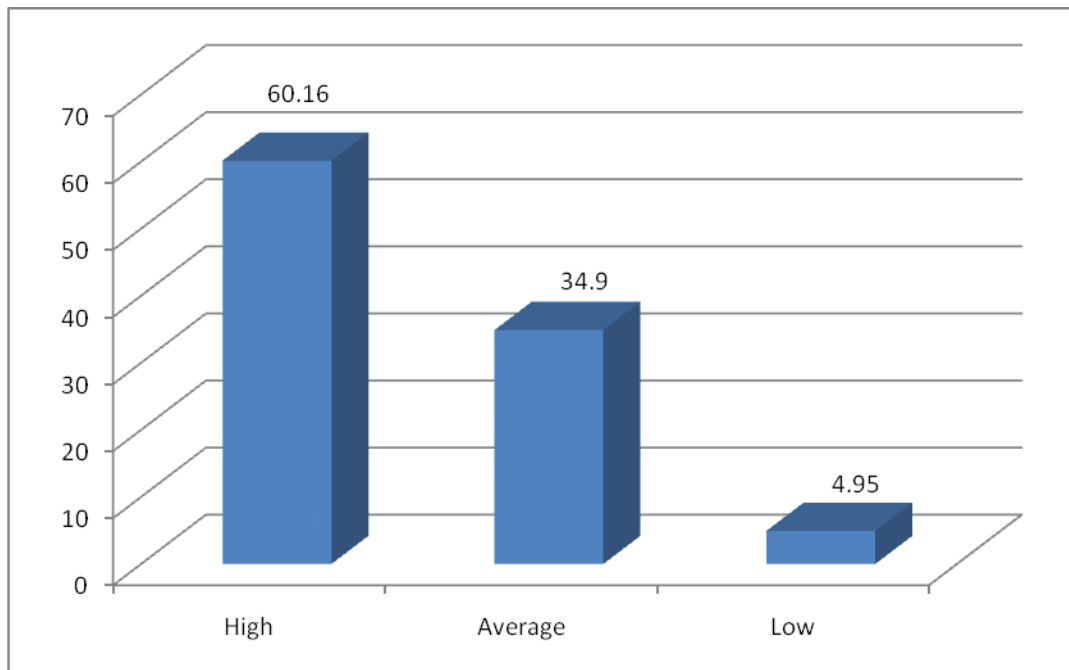


Figure 16. How IYTA members describe the value of their IYTA membership (in percent).

Sixty percent of respondents who are currently IYTA members described the value of their membership to be high. Five percent described the value to be low, while 35% felt that the value of their membership was average (Figure 16).

The majority of additional comments to this question were positive in nature: I feel lucky to have Yogaville as my spiritual home; for me it is a blessing just to be part of the IYTA; IYTA has been a source of inspiration; I feel supported and connected to my roots via my IYTA membership; IYTA has been my close friend throughout my teaching career; It is a privilege to be an instrument to pass on the teachings of Sri Gurudev. I value IYTA for keeping his teachings undiluted; I really like being part of IYTA group, both to feel connected to Yogaville and my fellow teachers. These are a few examples of the comments made by current members regarding the value they place on their IYTA membership

Question: Would you be interested in a lifetime IYTA membership with a single payment? If yes, enter the amount you would be willing to pay in the additional comments box. (Non-members were also included in the analysis of this question.)

Responses were divided almost equally between “yes” and “no” in both the member group as well as the non-member group, although, slightly more respondents said they *would not* be interested in a lifetime IYTA membership with a single payment (Figure 17).

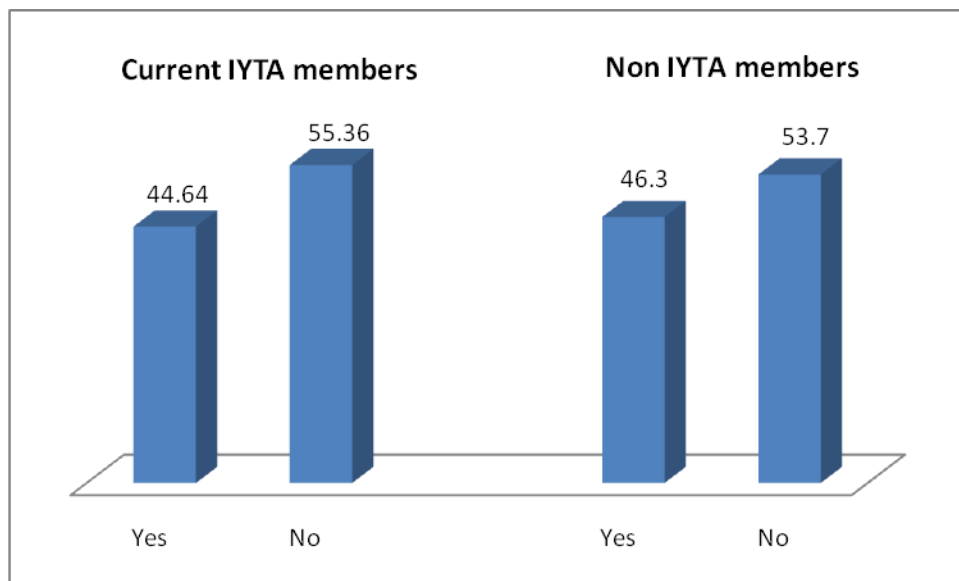


Figure 17. How IYTA members and non-members answered the question, would you be interested in a lifetime IYTA membership with a single payment. Responses are in percent.

Additional Comments: The most frequent response to the question, what is the amount you would be willing to pay for a life time membership, was \$500. One hundred and two hundred dollars were also popular responses. Although the amounts most frequently suggested fell

between \$100 - \$500, a number of people reported being willing to pay \$1000 - \$1008 for a life time membership.

Question: How often do you teach Yoga?

Over one third of the current IYTA members who responded to the survey teach Yoga more than 4 times per week and another approximate one-third teach 1 – 2 times per week. In all, nearly 80% of member respondents teach Yoga at least one time per week or more. Twelve percent teach occasionally, while a little over 8% of current IYTA members rarely or never teach (Figure 18).

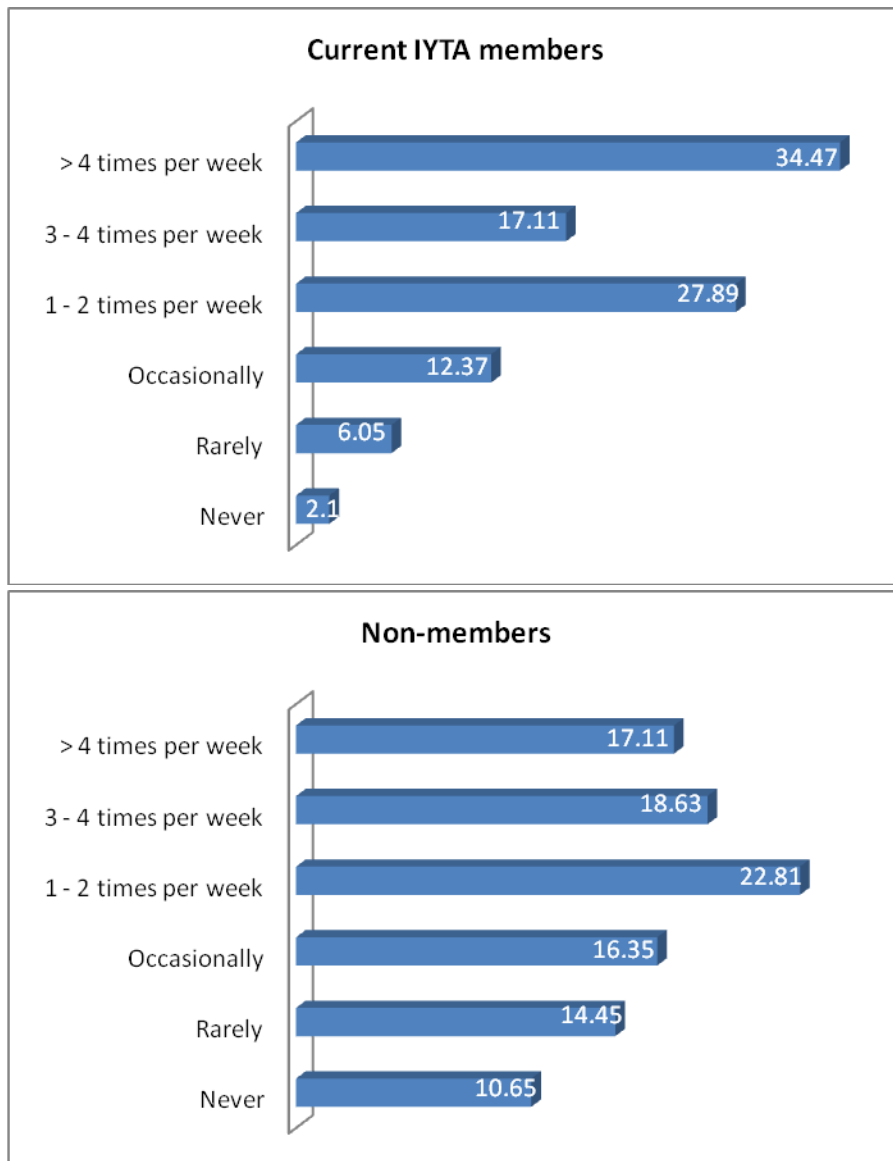


Figure 18. How often current IYTA members and non-members teach yoga. Responses are in percent.

Although it might be expected that non-members teach less often, almost 25% of the non-members that responded teach at least 1 – 2 times per week. Over 1/3 of non-members teach 3 – 4 times per week or more. Twenty-five percent of non-members, however, rarely or never teach (Figure 18).

Question: Which of the following do you teach regularly?

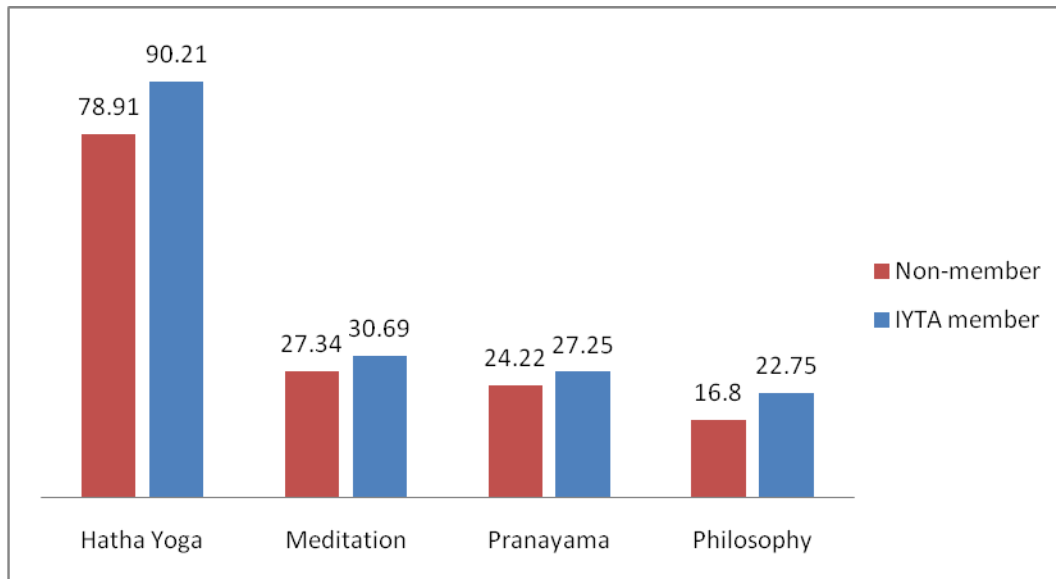


Figure 19. Breakdown (in percent) of four types of yoga taught regularly by IYTA members and non-members.

Hatha Yoga is taught more than any other branch of Yoga by both current IYTA members and non-members. Over 90% of current members that responded and 79% of non-members teach Hatha Yoga regularly. Meditation, Pranayama and Yoga philosophy (i.e., raja Yoga), in that order, are taught separately from hatha Yoga by 31%, 27% and 21% of current members and by 27%, 24% and 17%, respectively, by non-members (Figure 19).

Additional Comments: Respondents teach a wide variety of Yoga-related classes. Chair Yoga, gentle Yoga, Yoga nidra (deep relaxation) and kirtan were most frequently listed as other types of classes that teachers offer. A number of members are also regularly teaching Stress Management, cardiac and Heart Healthy Yoga, Restorative Yoga, and therapeutic Yoga. One member is offering Yoga for Recovery, and another is currently offering Yoga for Catholics and Yoga for the military.

Question: If you are not currently teaching, which of the following best apply to your situation?

The four options listed in the survey (Figure 20) may not have been the most indicative of why some current IYTA members and non-members are not presently teaching. According to their additional comments, many are not teaching because they are busy *pursuing careers* that allow them to earn a living and working full time makes teaching difficult. A substantial number of people mentioned that *lack of time* was the primary reason they were not teaching. Respondents reported having very *busy schedules and other life commitments* such as being a graduate student with two small kids, growing a business, writing a PhD dissertation, and running a real estate business, to name a few.

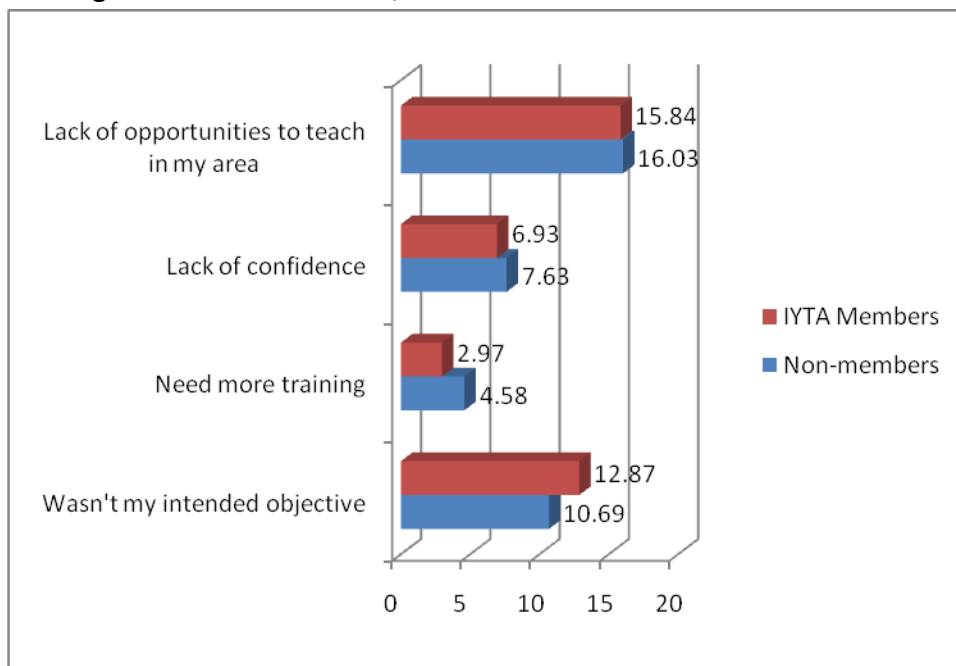


Figure 20. Response in percent to the question, if you are not currently teaching, which of the following best applies to your situation.

Sixteen percent of current and non-current IYTA members who are not teaching said they lack opportunities to teach in their area (Figure 20). Some respondents felt that they did not know how to properly market themselves and that teaching was not profitable enough for them at this time. A number of people are not teaching due to health issues or they are retired.

Between 3 and 5% of both groups believe they need more training. Around 7 – 8% are not teaching due to lack of confidence. One person reported having left teaching for 4 months and now lacks the confidence to return to it.

Teaching was not the intended objective for 13% of those who are members but who are not currently teaching and 11% of those who are not currently IYTA members.

Question: The Basic IY Teacher Training met my expectations/objectives.

If you trained with another school for your Basic TT, please check “if other” and list the school.

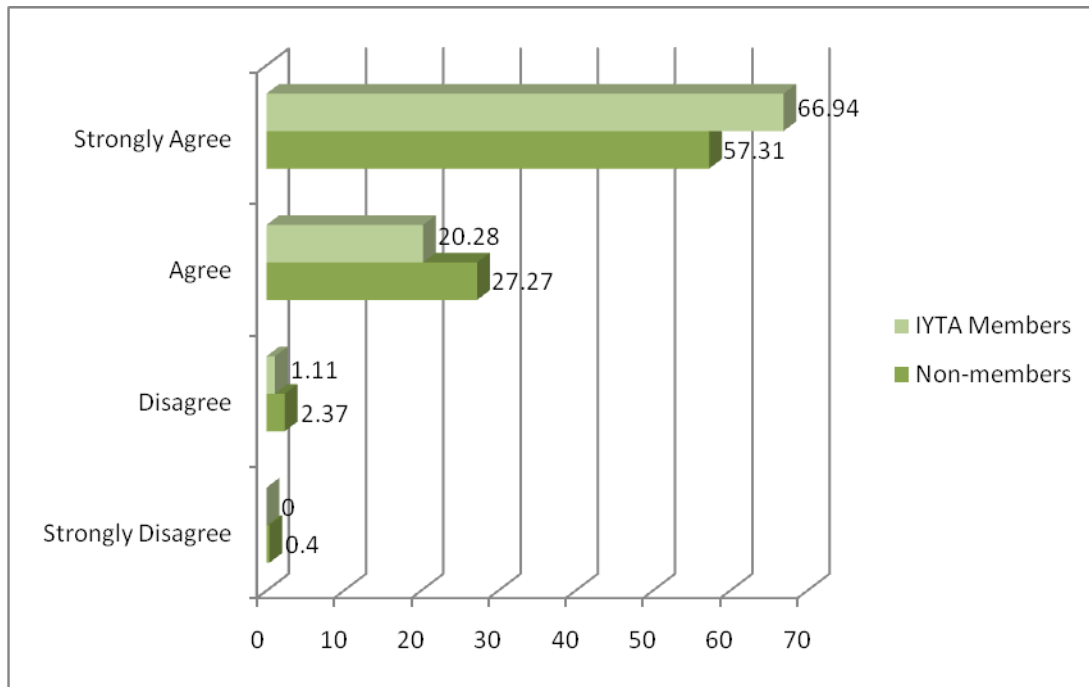


Figure 21. How IYTA members and non-members (in percent) agreed or disagreed with the statement – The Basic IY Teacher Training met my expectations/objectives.

Well over half of both current IYTA members and non-members strongly agreed that the Basic IY Teacher Training met their expectations or objectives (Figure 21). Over 87% of current IYTA members and nearly 85% of non-members either agreed or strongly agreed that their expectations were met. Only a little over 1% of IYTA members and 2% of non-members disagreed or strongly disagreed that the IY Basic TT met their expectations.

Respondents were also asked, as a part of this question, if they had trained with another school for their Basic TT. Some of the other schools people trained with for their Basic TT other than IY include:

- Institute of Health and Healing, VA
- Kripalu, NY
- Sivananda Ashram

Providence Institute, AZ
Yandara, Mexico
Blue Turtle Yoga, SC
Lourdes Institute of Wholistic Studies, NJ
Yogi Hari's Ashram, FL
Yoga Vidya Nikatan, India
Miami Yogashala, FL
Holy Cow Yoga, VA
Himalyan Institute, PA

Question: Is there a specific topic (in IY Basic TT) that could have been given more focus?

The topics that the greatest number of respondents felt could have been given more focus in their IY Basic TT were anatomy and physiology, hands-on posture corrections, and raja Yoga and yogic philosophy. The following are a summary of their responses.

Anatomy and physiology: I wanted more physiological explanations on why certain asanas provide certain benefits; can never get enough anatomy; anatomy and physiology of the poses being learned beyond just general anatomy; anatomy, physiology and the mind/body relationship; effect of each asana on all levels, especially organs, glands and chakras; asana sequencing.

Hands-on posture corrections: I would have liked more focus making safe postural alignments; touch corrections; keeping students safe from injury; adapting for disabilities; modifying postures for those with limitations; would have liked to have learned more about guiding people into adjustments when they are not doing an asana properly; it would be nice to be really clear on what good alignment looks like in one of the students; Teachers need more focus on learning to use the core muscles (bandas) as we do in Pilates, for example. Too frequently, newcomers are injured in class because they do not have the strength in their muscles to go deep into a pose; I think it would be good to have teacher mentors for TT graduates once they are "out in the real world".

The transition from Yogaville can be a tough one; it would be nice to have someone to check in with, or even better, to check in with you.

Raja Yoga/Yoga philosophy: I wish we had spent more time on the raja Yoga sessions and the Yoga sutras; connection between Yoga and other forms of spirituality; how to take it into our everyday lives; I would have liked to have learned more about the importance of being a yogi; how to improve and deepen my own personal practice; would have liked to have received more incentive to develop meditation and personal practice.

Apart from these three main topics, respondents also would have liked more focus on:

Marketing their skills: I would have liked more focus on marketing myself as a Yoga teacher; creating a professional teaching business; basic business management – budgets, marketing and planning; career building; I would have liked to have seen a provision for support of the new teacher in the months following graduation

Several graduates would have liked there to have been more focus on chanting, pranyama and meditation, and a more in-depth study of Sanskrit and Sanskrit pronunciation.

Many respondents were generous in their praise of their Basic TT experience: I have studied and been certified in several areas (psycho therapy, massage therapy, hypno therapy and Hakomi therapy). None prepared me to go out and teach confidently the way my training at Yogaville did in just one month; The program is amazingly effective – the teachers were awesome; I thought it was just an excellent all-round training; I loved my teacher training and would not have changed it; I have been teaching full time continuously since I graduated; it was a wonderful experience that I will never forget; I absolutely believe that this is the most valuable thing I have ever done.

Question: Is there a specific topic that could have been given less focus?

The majority of people who answered this question did not think that there was any one topic that should have been given less focus. Most felt that all the topics were integral to their learning and many expressed that they would not have changed a thing.

There were those, however, who felt that certain topics could have been given less focus. Following are the topics that received the most number of comments (3 – 5 per topic).

Raja Yoga and Yoga Philosophy: I felt less focus could have been given to the Sutras, the Bagavad Gita, Raja Yoga; I feel it was too much for new teachers; Patanjali might be discussed in its relevance to today's world.

Several people felt that focus of how *Anatomy and Physiology* was presented should be changed, not necessarily that less focus should be given to this topic. Some of their comments include: I had studied anatomy and physiology twice before for massage and shiatsu. I thought the A & P was very scanty and not sure how worthwhile it would have been for those who had never studied it at all before; needs to be made more interactive or practical rather than memorizing organ systems and names of muscles; I felt I needed more info on how to deal with specific injuries, ailments of actual students.

Bhakti Yoga and Chanting: I wasn't always comfortable with the bhakti Yoga aspect of Integral Yoga; I already have a full religious life and didn't come for that experience; I thought that the spiritual aspects of the program could have been more inclusive; I don't think it's appropriate to require students to attend a spiritual ceremony of a spiritual path that may not be their own; I teach to Evangelical Christians and I would have liked more options on alternative chanting.

Nutrition and Vegetarianism: Less focus on vegetarianism; we spent a bit too much time discussing nutrition; would have focused less time on topics such as nutrition and alternative therapies. These are subjects/interests that can be studied later if the teacher wishes to.

Question: Are there any additional topics that you feel would have enhanced the program?

The various aspects of *Yoga philosophy, living a yogic lifestyle, and the all-faiths aspect of Yoga* were dominated the list of topics that respondents felt would have enhanced their program. A selection of their comments follow: I would have liked to have studied more Yoga-related culture and philosophy; history of Yoga and current trends; more study of the all faith aspect of Integral Yoga – “truth is one, paths are many”; would have liked a deeper understanding of the Integral Yoga system and how Integral Yoga fits in with other traditions (i.e., Iyengar, Anusara, Ashtanga, etc.); Thorough (not just a one hour session) training about the history of Gurudev and Integral Yoga; A dynamic group discussion toward the end of the training on things like, what level of yogic life are you ready for? How do you integrate the spiritual teachings into everyday life?; ...more pragmatic discussions of the abstract topics as far as integration into modern life; ... would have liked some understanding how the Sutras and the Gita actually relate to everyday life; more ideas on how to present Yoga philosophy to a class; In the classes I have taught I have found that there are people of varying faiths, few of them come to Yoga for spiritual enlightenment, but just to have some gentle exercise. Some people can be easily scared or offended by some aspects of the Integral Yoga class, like the chanting. I think it would be helpful to acknowledge this and teach people how to adapt the class for people like this and how to deal with the reactions of people who may be put off by these things;

People also felt that more *Anatomy and physiology* would have enhanced their training. Their comments included: I would recommend a more serious program of Anatomy and Physiology; more anatomy with alternative options for poses; combining hatha practice relating it to A & P safety - precautions and prohibitions A number of comments have reached me through the grapevine of students suffering injuries as a result of attending IY classes; pose variations and adjustments and their anatomical implications; Teaching more anatomy and dealing with students with physical difficulties, hips, knees etc. These are omitted in current beginners' course and yet are the topics one most needs;

A number of respondents thought more *information on marketing* would have enhanced their program. One respondent felt “a bit daunted by the business aspect of teaching – what to charge, how to set up classes, etc.” How to market Yoga to different groups, teach in studios

and give private classes were also brought up as topics that would have enhanced peoples' training.

Additional topics that respondents felt would have enhanced their program were (listed in order from most to least frequently suggested):

- Ayurveda
- Although not a topic per se, several people believed that more emotional support with more one on one coaching/counseling would have been of benefit to them.
- Having more outside speakers; more inspirational guest speakers
- More on Yoga nidra, deep relaxation

Question: If you have not taught Hatha Yoga for a while, would you be interested in taking a refresher course?

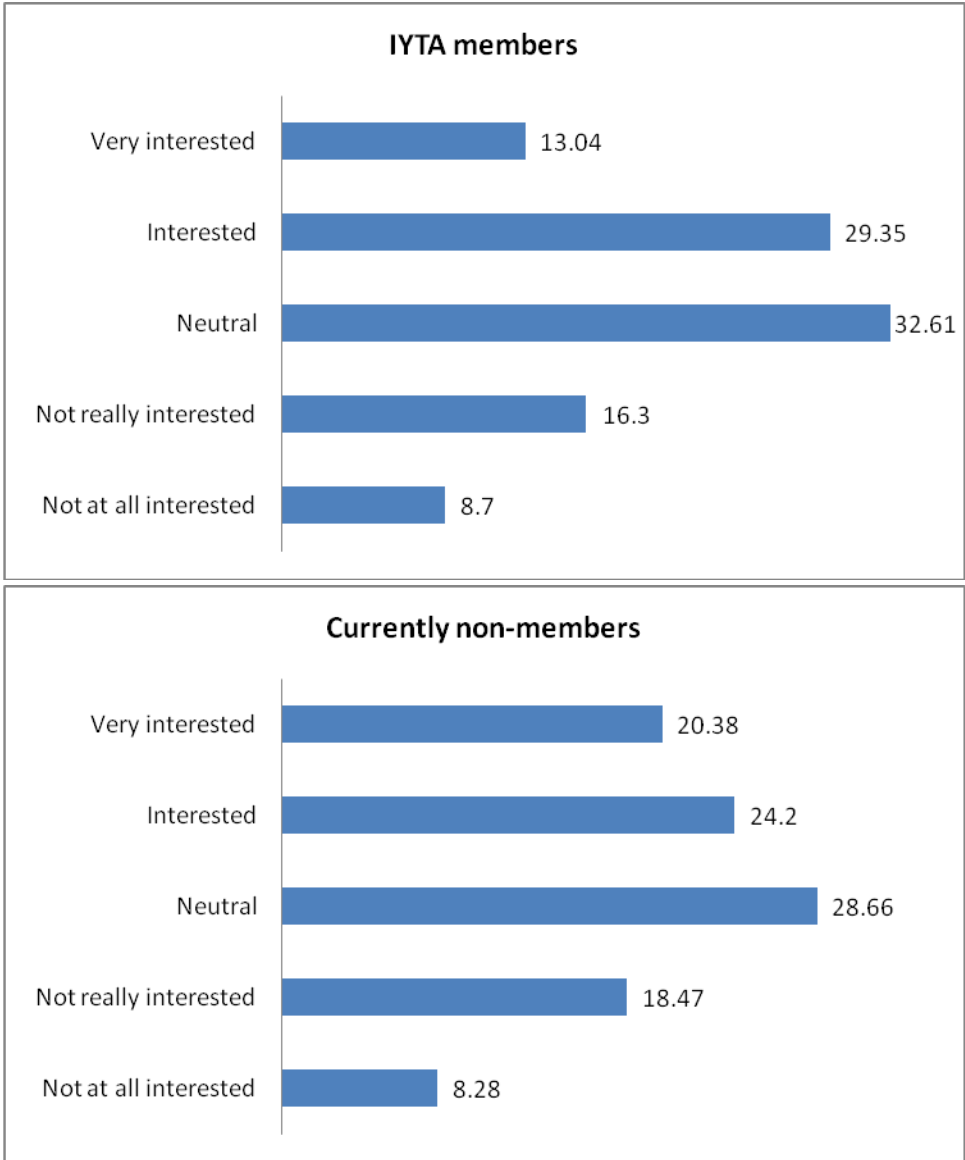


Figure 22. IYTA members and non-members ratings of interest in taking a refresher course. Ratings are in percentages.

Over 40% of the current IYTA members and non-members who responded to the survey would be either interested or very interested in taking a refresher course. Roughly 1/3 of the respondents were neutral to the idea, while over 25% were either not interested or not at all interested in taking a refresher course (Figure 22).

Question: Have you taken any Integral Yoga graduate level Teacher Training?

Nearly 47% of respondents who are currently IYTA members and 38% of those who are not have taken graduate level Teacher Trainings with Integral Yoga (Figure 23).

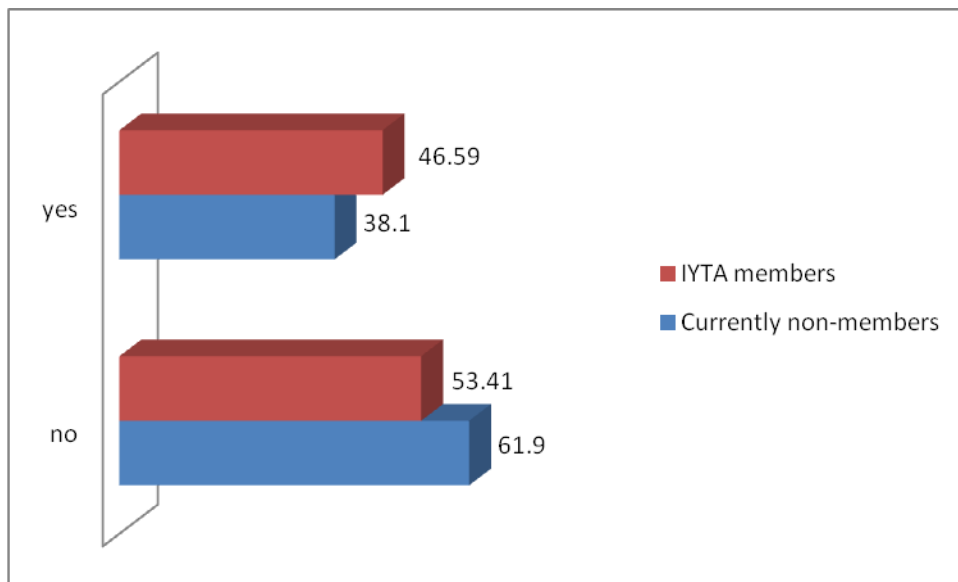


Figure 23. Percentage of IYTA members and current non-members who have taken an Integral Yoga graduate level TT.

Additional Comments: Money, time and distance from Yogaville are the main reasons more respondents have not taken further graduate level courses. Many people do not have the financial resources to take a 2 – 4 week course nor are they able to take long periods of time off from their work. Coming from abroad makes the trainings financially out of reach for many of our international sangha, especially when the costs of travel and time away from work are added.

Several respondents expressed interest in distance learning for courses such as Raja Teacher Training. It was also suggested to do a training that could be partially done online or long distance that would require a shorter time (weekend, 5 days) at the ashram to complete the course.

Question: Have you taken graduate level Teacher Training with other schools? If yes, please let which schools and the reasons you chose them.

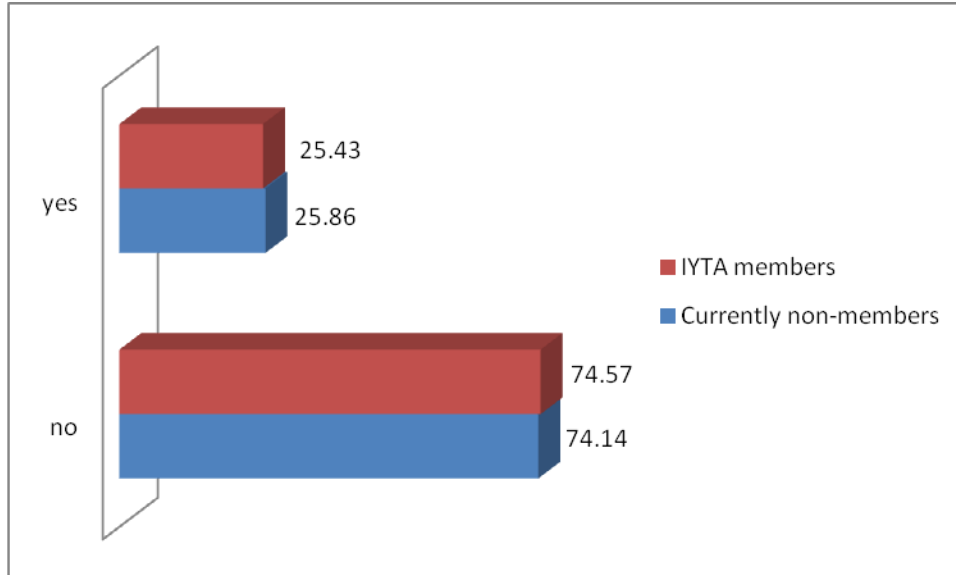


Figure 24. Percentage of IYTA members and current non-members who have taken graduate level training with other schools.

Approximately 25% of respondents have taken graduate level Teacher Training with other schools (Figure 24). The following is not a complete list of other schools, but does reflect those schools that were most frequently mentioned:

Iyengar – Took Yoga Anatomy and Physiology because I didn't feel confident about my knowledge and proper alignment.

Kripalu, NY – Pregnancy Yoga TT wasn't as long as IY's and didn't have to use up all my vacation time; more convenient schedules; certain programs not offered at Yogaville; One Integral Yoga course I took was unsatisfactory and I followed it up with a complimentary one at Kripalu: Kripalu Center is much closer to where I live, and I was able to complete these trainings during a weekend, or short week course. I would much prefer returning to Yogaville, but the travel distance is an obstacle.

Yogi Hari's Ashram, FL

Sivananda, Val Morin

Mukunda Stiles certification as a Structural Yoga Therapist

Himalayan Institute - offers quite advanced trainings in meditation at a reasonable price.

Integral's was too expensive for me to attend and didn't seem as detailed.

Appendix I. Survey questions.

1. Are you currently an IYTA member?
2. After the initial free membership, did/will you renew your membership in the Integral Yoga Teachers Association?
3. Which of the following IYTA benefits do you currently take advantage of?
4. Please rate how important the following IYTA benefits are to you.
5. How often do you read IYTA Forum messages?
6. What topics would inspire you to participate more in the Forum?
7. When you receive your quarterly newsletter, do you:
8. Would you prefer the quarterly newsletter online instead of a hard copy mailed to you?
9. Which version of the IY Teachers Directory do you use most frequently?
10. How often do you visit the IYTA website?
11. If you don't visit the website often, why not?
12. Do you know about the following resources on the IYTA website?
13. Do you carry liability insurance? If you carry it through another company, please enter the name of the company below.
14. Are you satisfied with your present insurance carrier?
15. When you contact the IYTA, do you prefer to do so by:
16. How would you describe the response you've received when contacting the IYTA?
17. What other benefits and services would you like to see the IYTA offer? Please rate how important each of the following are to you.
18. Are there any other benefits or services you would like to receive from the IYTA?
19. How would you describe the value of your IYTA membership?

20. Would you be interested in a lifetime IYTA members with a single payment? (Place amount in additional comments)
21. Any additional comments you would like to add?
22. How often do you teach Yoga?
23. Which of the following do you teach regularly?
24. If you are not currently teaching, which of the following best apply to your situation?
25. The Basic IY Teacher Training met my expectations/objectives. If you trained with another school for your Basic TT, please check "if other" and list the school.
26. Is there a specific topic that could have been given more focus?
27. Is there a specific topic that could have been given less focus?
28. Are there additional topics you feel would have enhanced the program?
29. If you have not taught Hatha Yoga for awhile, would you be interested in taking a refresher course?
30. Have you taken any Integral Yoga graduate level Teacher Trainings (e.g., ITT, Gentle Yoga TT, Raja Yoga TT, etc.)
31. Have you taken graduate level Teacher Trainings with other schools? If yes, please list which schools and the reasons you chose them.
32. Do you want a response to any comments you've made on this survey? If so, provide name, email, etc.

APPENDIX II. Raw data (in percentage) for the question, please rate how important the following benefits are to you.

Current IYTA Members

	V Imp	Imp	Neutral	Not imp	Not at all imp
IYTA Forum	28.61	38.42	26.16	4.63	2.18
IYTA Newsletter	43.92	47.88	6.88	0.79	0.53
IYTA Teacher Directory	34.25	40	20.27	4.38	1.11
Integral Yoga Magazine discount	27.22	36.98	23.67	5.92	6.21
Membership in Yogaville Credit Union	5.39	9.43	43.13	18.52	20.54
Discounted stays at Yogaville	51.58	34.1	8.6	3.44	2.9
Participation as LYT or Support Staff	23.99	31.15	30.53	8.1	6.23
Members Home Section of website	17.19	30.31	40.31	6.5	5.62
Integral Yoga Distribution product discount	57.91	28.81	9.32	1.98	1.98
Shakticom product discount	32.04	31.44	25.15	7.19	4.19
Liability Insurance	38.6	26.75	20.36	6.69	7.6
Yoga Journal discount	16.82	26.48	28.97	13.71	14.02
Yoga+Joyful Living	14.15	25.4	35.69	11.9	12.86
Namarupa discount	5.25	13.11	46.56	16.72	18.36
Clothing discounts	12.58	20.13	35.85	14.47	16.98

Non Members

	V imp	Imp	Neutral	Not imp	Not at all imp
IYTA Forum	13.68	27.37	34.74	10	14.21
IYTA Newsletter	14.95	40.72	27.32	5.15	11.86
IYTA Teacher Directory	16.49	28.19	38.3	6.91	10.11
Integral Yoga Magazine discount	10.27	25.95	41.08	11.89	10.81
Membership in Yogaville Credit Union	4.09	7.6	39.18	21.64	27.49
Discounted stays at Yogaville	31.09	28.5	24.35	6.74	9.33
Participation as LYT or Support Staff	21.43	21.98	33.52	9.34	13.74
Members Home Section of website	11.8	21.91	41.01	12.92	12.36
Integral Yoga Distribution product discount	32.62	34.22	20.86	4.81	7.49
Shakticom product discount	17.61	27.27	34.09	8.52	12.5
Liability Insurance	25	22.22	28.33	7.22	17.22
Yoga Journal discount	13.26	25.41	35.91	9.39	16.02
Yoga+Joyful Living	9.88	14.53	45.35	12.79	17.44
Namarupa discount	5.78	6.36	52.02	13.29	22.54
Clothing discounts	12	14.86	41.14	12	20

APPENDIX III. Raw data (in percentage) for the question, what other benefits and services would you like to see the IYTA offer. Please rate how important each of the following are for you.

IYTA Members

	V Imp	Imp	Neutral	Not imp	Not at all
Additional magazine discounts	11.68	18.8	47.86	12.54	9.12
More downloadable electronic media	16.38	24.29	46.61	8.19	4.52
Clearinghouse of photos for public use	14.33	29.21	41.85	9.55	5.06
Identifying loan sources for Teacher Training	18.41	28.33	40.51	6.8	5.95
Discounts to IY teachers for referring new guests	21.94	32.5	33.33	5.56	6.67
Health Insurance	29.13	26.33	28.85	7.28	8.4
Discounts to IY teachers for bringing groups	27.45	31.37	30.53	4.48	6.16
IY brochure template for marketing your classes	25.07	35.15	28.34	6.27	5.18
Spiritual Counseling	34.54	37.84	24.05	3.78	3.78
Mentoring to improve teaching skills	31.88	40.6	22.07	3.27	2.18

Non-members

	V Imp	Imp	Neutral	Not imp	Not at all
Additional magazine discounts	9.74	24.62	43.59	11.79	10.26
More downloadable electronic media	16.16	30.3	39.9	7.07	6.57
Clearinghouse of photos for public use	9.55	29.15	46.23	8.04	7.04
Identifying loan sources for Teacher Training	24.5	31	29	9	6.5
Discounts to IY teachers for referring new guests	18.91	31.34	39.8	4.98	4.98
Health Insurance	29.13	29.13	26.7	4.85	10.19
Discounts to IY teachers for bringing groups	21.95	32.68	34.15	6.34	4.88
IY brochure template for marketing your classes	20.2	34.8	31.03	7.88	6.4
Spiritual Counseling	30	39.52	23.33	4.29	2.86
Mentoring to improve teaching skills	38.1	38.1	17.62	1.9	4.29

Survey Highlights and Recommendations:

Why people didn't /won't renew their membership in IYTA

- Lack of financial resources
- No longer active Integral Yoga teachers
- Cost of membership prohibitive
- More relevant for American sangha than international sangha
- Have postponed, forgotten or failed to get around to doing so

Which IYTA benefits do members currently take advantage of?

- The IYTA Newsletter is the most used benefit offered by the IYTA
- IY Teachers Directory, IYTA Forum and IY Distribution discount used by over 50% of IYTA members
- Members generally are less likely to take advantage of magazine subscriptions and clothing discounts (exception – Integral Yoga Magazine)

Which benefits do members rate the most and least important?

- More people rate the IYTA Newsletter more important than any other benefit
- Followed very closely by the Integral Yoga Distribution product discount and discounted stays at Yogaville
- 75% of members rate IYTA Directory important
- Membership in Yogaville Credit Union seen as least important benefit

IYTA Forum

- 1/3 of members read the IYTA forum messages every time they receive one; 1/3 read forum messages frequently
- Would be inspired to participate more in the Forum by:
 - More sharing of teachers' classroom experiences; more sharing about each other's own daily practice/living a yogic lifestyle; more discussion of therapeutic Yoga and Yoga for special populations
- Members would like the Forum to be changed to a private, real time forum where responses are immediate and more dialogue is possible

IYTA Newsletter

- Majority of members savor reading the newsletter slowly over time
- 75% of members prefer receiving the Newsletter as a hard copy as opposed to online.

IY Teachers Directory

- Of those you use the directory (approx 70%), 45% use the printed directory, while 17% use the online directory
- Nearly 30% of members do not use either form of directory

IYTA Website

- Underutilized resource – almost 15% of members never use the website; 60% use it infrequently; 22% use it monthly
- Online resources such as archived newsletters, Teachers Notebook and flyers in Spanish largely unknown by members

Professional Liability Insurance

- Over half of IYTA members do not carry professional liability insurance. 25% of teachers carry it through the IYTA.
- 45% of members satisfied with their present insurance carrier

Contact with the IYTA

- Email is the preferred method of contacting the IYTA (45%), followed by the telephone (36%)
- Majority of members describe the response they receive from IYTA personnel as courteous, prompt, competent and addressed all my concern

What other benefits and services people would like to see the IYTA offer

- Mentoring to improve teaching skills, spiritual counseling and individual health insurance are 3 benefits that members and non-members would most like to see the IYTA offer
- IY brochure template that could be used to market classes is another benefit nearly 58% of people would like to see.
- Additional magazine discounts rated least important

Additional benefits people would like to receive from the IYTA

- Respondents feel they could be better served by the IY Distribution Department: other companies offer cheaper products of better quality; no foreign delivery offered to international sangha
- Teachers would like our assistance with building their Yoga businesses
- Interest in webinars, podcasts and online distance learning

- Overseas members want more consideration of the needs of international teachers

How members describe the value of their IYTA membership

- Most members (60%) describe the value of their IYTA membership as high; 35% describe it as average
- Many members feel connected to Yogaville and fellow teachers through their membership to IYTA

Interest in lifetime IYTA membership with a single payment

- 45% interested in single payment, 55% not interested – almost half and half
- Most frequent response to amount people would be willing to pay was \$500
- Although amounts most often suggested were between \$100 - \$500, a number of people willing to pay \$1000 - \$1008.

How often do you teach Yoga?

- Nearly 80% of IYTA members teach at least 1 – 2 times per week or more
- 35% of members teach > 4 times per week
- 25% of non-IYTA members teach at least 1 – 2 times per week

Which of the following do you teach regularly (Hatha Yoga, Meditation, Pranayama, Philosophy)?

- 90% of IYTA members teach Hatha regularly
- Meditation, pranayama and philosophy (in that order) taught by 31%, 27% and 23% of IYTA members outside of regular hatha class
- 80% of respondents who are not members teach Hatha regularly
- Chair Yoga, gentle Yoga, Yoga nidra and kirtan are also other types of classes teachers frequently offer

If you are not currently teaching, which of the following best apply to your situation?

- Working full time in other careers and lack of time are the two primary reasons IYTA members and non-members are not currently teaching
- Roughly 16% of members and non-members say they lack opportunities to teach in their area

The Basic IY Teacher Training met my expectations/objectives

- Over 87% of current IYTA members and nearly 85% of non-members agreed or strongly agreed that Basic TT met their expectations
- Institute of Health and Healing (VA), Kripalu (NY), Sivananda Ashrams, Yogi Hari's Ashram (FL), Holy Cow Yoga (VA) and the Himalyan Institute are a few of the other schools where people received their Basic TT.

Is there a specific topic (in IY Basic TT) that could have been given more focus?

- Anatomy and Physiology – number one topic to which students feel that more focus could have been given
- Hands-on posture corrections – how to keep students safe from injury, adapting for disabilities, what good alignment looks and feel like
- Marketing their skills – basic business management: budgets, marketing, planning
- Raja Yoga – connection between Yoga and other spiritual traditions; how to live our lives according to yogic precepts

Is there a specific topic that could have been given less focus?

- Majority of respondents did not think that there was any one topic that should have been given less focus
- Many felt that the way Anatomy and Physiology was presented should be changed but not given less focus. A few comments included: A&P was very scanty, not sure how worthwhile it would have been for those who had never studied it before; needs to be more interactive or practical rather than memorizing organ systems and names of muscles.
- A number of people were not comfortable with the spiritual, bhakti focus of the training

Are there any additional topics that you feel would have enhanced the program?

- Yoga philosophy, living a yogic lifestyle, deepening personal practice dominated the list of topics that respondents felt would have enhanced their program
- Many recommended a more serious program of Anatomy and Physiology
- Marketing and business planning is another topic people would have liked to have seen emphasized

If you have not taught Hatha Yoga for awhile, would you be interested in taking a refresher course?

- Over 40% of members and non-members would be interested or very interested in taking a refresher course; 33% were neutral to the idea; 25% were not interested or not at all interested in taking a refresher course

Have you taken any Integral Yoga graduate level Teacher Training?

- 47% of IYTA members and 30% of non-members have taken graduate level TTs
- Money, time and distance from Yogaville are the main reasons more respondents have not taken further graduate level courses

Have you taken graduate level Teacher Training with other schools?

- 25% of all respondents have taken graduate level TT courses at other schools
- Other schools include: Iyengar, Kripalu (NY), Yogi Hari's Ashram (FL), Sivananda (Val Morin), Mukunda Stiles certification as a Structural Yoga Therapist, Himalyan Institute

Recommendations for the IYTA:

- Respondents considered the IYTA newsletter to be the most important benefit they receive: More resources could be dedicated to it; features added
- Clear from survey that teachers rely on one another for support and find each other to be invaluable sources of information and inspiration: we could send out a message asking folks to share their stories and print the best ones in the newsletter (for example).
- Request for more information about the latest scientific research and yoga: possibly enlist devotees such as Amrita, Rich Panico and Mala Cunningham to write regular pieces for the newsletter or website.
- Almost $\frac{3}{4}$ of IYTA members use some version of the IY Teachers Directory making it a valued benefit: right now the publication of the directory is cumbersome and inefficient. Put more energy into making it easier to publish.
- There is an urgent need to upgrade/update both the IYTA Forum and IYTA website; most IYTA members are not aware of resources offered on the website.
- IY Distribution discount extremely important to members; some people felt they could be better served; need to work on creating better service for international sangha, work on more promotions between IYTA members and Distribution.
- Advertise and promote discounted stays for IYTA members at Yogaville
- Respondents would like assistance in building their businesses and marketing their skills: the website could be developed in this direction to include more information on advertising and marketing
- Over half of IYTA members do not carry professional liability insurance. 25% of teachers carry it through the IYTA. May not be a priority to find another company but should focus on making it easier for members to sign up and renew.
- Respondents are interested in health insurance: contact Bhagavan Pisman to identify health insurance options.
- There is a great deal of interest by members and non-members to receive spiritual counseling: this could be developed with the possible help of Swami Karunanada, Prakash Capen and other monastics and senior disciples. Some possibilities would be a

regular “column” on website or newsletter; online counseling using SKYPE; charging a nominal fee, etc.

- Improving teaching skills also very important to respondents. We could consider developing a more accessible way of delivering it. Distance learning is one option; another would be to have 3 – 4 weekends per year with specialized topics (no charge to teachers – just pay for room and board; weekends that could earn them YA hours such as is done at the Himalayan Institute).
- A number of international members strongly advocated for more consideration of the needs of the international teachers. Would like to enlist help of those at ashram who have had experience with the international sangha to explore how we may better serve them; perhaps we could develop a satellite IYTA office in Europe to serve our teachers better there.
- An online service to create a website for IYTA teachers, brochure, flier and newsletter templates are other benefits members suggested. The IYTA offered this in the past for one year and there were no takers. Might consider a mini-page linked off of the IYTA online directory.
- Survey showed that a substantial number of non-IYTA members are teaching. Would like to do a membership drive once some of our services are updated (i.e., forum and website). We could offer all respondents a discount if they renew/join within a certain time period (the next month, for example).
- The possibility of offering a lifetime IYTA membership with a single payment could be reviewed. More information regarding the average length of membership in IYTA would be useful.

Recommendations for Basic TT and TT programs in general:

- Changing the way Anatomy and Physiology are offered and taught needs immediate attention; a search for qualified instructors should be a priority
- Many respondents would like more asana adjustment and postural alignment instruction during their TT. We could possibly offer a 3 day asana adjustment course that would follow Basic TT. This course would be open to all teachers but would be scheduled so that TT's could stay for it as well.
- Develop a dynamic “marketing your skills” tract to basic TT; website could be used to support this

- Desire expressed to have teacher mentors for TT graduates once they are back “in the real world”. Worth considering how we can make this a fee-based service that we offer students; at the very least ask principal instructors to follow up over a period of time with their TTs.
- Several people believed that more emotional support with more one on one coaching/counseling would have been beneficial. This has come up before; some staff are not prepared to do this; how can we prepare them?
- 1/3 of both IYTA members and non-members were interested in a refresher course. Worth putting energy into this
- Interest expressed in distance learning for courses such as Raja Teacher Training. It was also suggested to do a TT that could be partially done online or long distance that would require a shorter time (weekend, 5 days) at the ashram to complete the course. Sw. Ramananda is teaching/leading a spiritual study group by conference call. IYTA could host something like this; Need to investigate types of technology.
- A dynamic group discussion toward the end of the training on things like, what level of yogic life are you ready for? How do you integrate the spiritual teachings into everyday life?