



THE STATE
of **ALASKA**
STATE LEGISLATURE

Rep. Lynn Gattis

Rep.Lynn.Gattis@akleg.gov

House Finance Committee

Education Finance Subcommittee Chair
Administration Finance Subcommittee Chair

Frequently Asked Questions

Why is ACPE requiring yoga studios to register as Post-secondary Institutions?

Some yoga studios offer a Yoga Teacher Training (YTT) program that is sanctioned by Yoga Alliance. Upon completion of the YTT program, a student is issued a certificate of completion. Under AS 14.48.210(6), a “certificate” is considered an “Educational Credential,” and therefore ACPE can collect a registration fee.

How long has ACPE been requiring yoga studios that offer YTT to register with them as a post-secondary educational institution? When did it all start?

2014

What is the cost to register with ACPE as a post-secondary institution?

Initial Authorization Fee- \$2,500

Renewal of Authorization Fee- \$500 - \$2,500.*

*The Renewal of Authorization fee is set at 3% of average tuition receipts during the most recent authorization period.

Are people that teach yoga in Alaska required to have a professional or occupational license?

No. Department of Commerce and Economic Development does not regulate the yoga industry or yoga studios.

Does the certificate issued by the yoga studio provide the student with any employment advantages?

No. Alaska does not have a minimum standard to be a yoga teacher. Anybody can establish a yoga studio and teach yoga in Alaska. The certificate awarded by studios that have curriculum sanctioned by Yoga Alliance can only be used to register on the Yoga Alliance Registry.

As a member of Yoga Alliance Registry, you can customize your profile, which allows people who are looking for a Registered Yoga Teacher (RYT®) or Registered Yoga School (RYS®) to learn more about you. **The teacher registry is not a certification program;** it is simply a listing of teachers who met Yoga Alliance’s minimum requirements for teaching experience and have completed their trainings at a Registered Yoga School (RYS).

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What is Yoga Alliance?

Yoga Alliance is a 501(c)(6) non-profit association, and Yoga Alliance Registry is a related non-profit 501(c)(3) public charity that works with Yoga Alliance to support the yoga community. For the sake of simplicity, their website sometimes refers to the two related organizations collectively as "Yoga Alliance."

What are the benefits of being a member of the Yoga Alliance Registry?

On the Yoga Alliance Registry, your profile allows you to:

- **Promote who you truly are.** Your profile page provides you with a broader range of opportunities to express yourself. You can post your bio, list the types of yoga you teach, share images in your photo gallery and more. You can also link to your social media sites so potential clients or trainees can keep up with your busy teaching or training schedule.
- **Be discovered by new students or trainees.** The directory search is dynamic and helps potential students or trainees find what they're looking for based on a number of search options. Include special keywords about your teaching or training, such as specific styles and niche offerings, in your bio too. The "Keyword" search indexes the content of your entire profile page.
- **Teachers can display their yoga experience.** As a teacher, you can list all of the places you teach yoga on your profile page along with your experience. Your RYT designation is prominently placed on your page too. You can also display your total teaching hours since you completed your first registered teacher training.
- **Schools can showcase upcoming training programs.** Schools can list their upcoming teacher training programs on their profile and the dates will automatically appear in Directory search results. It's a great way for people skimming through search results to see what's coming soon at your school.



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History of Yoga Alliance

American yogis spent years debating whether there should be national standards for training yoga teachers that would apply across all yoga disciplines in the United States. Yet it wasn't until a Yoga Journal Conference in May 1997 that yogis from across the country finally turned talk into action and started developing non-binding guidelines for teachers and schools.

The Founding

At a conference in San Francisco, California, hosted by Yoga Journal, yogis from a variety of lineages and traditions began to discuss the idea of developing standards for yoga teacher trainings. Some of those attendees began exchanging emails and phone calls, putting together a loosely affiliated group called the Yoga Dialogue, facilitated by Christopher Baxter and initially comprised of about two dozen people.

In the fall of 1997, group members dubbed themselves the Ad Hoc Yoga Alliance and later held its first in-person meeting at the Kripalu Center for Yoga & Health in Stockbridge, Massachusetts. They delivered a presentation about standards, at an October 1998 Yoga Journal conference in Estes Park, Colorado, which included Nayashwami Gyandev McCord.

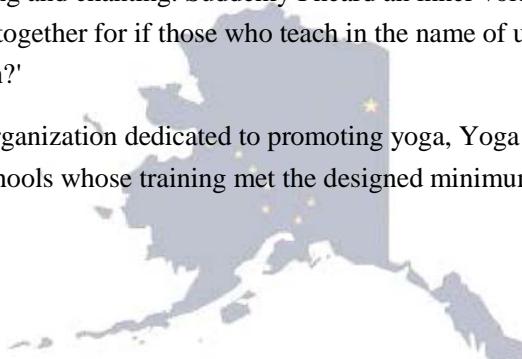
1999

Some members of the Unity in Yoga board of directors attended that same conference and saw the presentation. After a January 1999 meeting between the two groups, Unity in Yoga offered to roll its 10-year-old charity, organized as a 501(c)(3), completely over to the Ad Hoc Yoga Alliance.

Yoga Alliance also established its first board of directors and elected their first president Rama Berch, who is now known as Swami Nirmalananda. Other original board members include McCord, Pat Hansen, Sharon Shanthi Behl, Swami Ramananda, Hair Kaur Khalsa, Gloria Goldberg, Martin Pincus and John Willey.

Rama Vernon, the founder and president of Unity in Yoga prior to Yoga Alliance, recalled in a 2009 letter, "I was sitting at my altar meditating and chanting. Suddenly I heard an inner voice and it said - it was like a command - 'Bring the teachers together for if those who teach in the name of union cannot come together in the spirit of that union, who can?'

Now a full-fledged nonprofit organization dedicated to promoting yoga, Yoga Alliance developed a registry to recognize yoga teachers and schools whose training met the designed minimum Standards.



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2004-2008

Yoga Alliance officially set up its first office in Reading, Pennsylvania, which was the home of the organization's only salaried employee, where it stayed until 2004 before relocating to Clinton, Maryland, where the staff grew to seven members.

"Our significant growth, now serving 9,700 Registered Yoga Teachers (RYT®s) and 380 Registered Yoga Schools (RYS®s), necessitates we expand our space," wrote then-executive director Sandra VanOosten in an October 27 "Yoga Matters" newsletter, citing the Washington, D.C.-area's large, non-profit-experienced labor pool as a main factor in relocating.

2006-2009

"The office had four suites within the office and only two people could fit into each of the suites," recalled Meetings and Special Projects Manager Jackie Gray, who joined the organization in 2006 and is our longest-serving employee. "And our file room outgrew us... That file room started to grow from a corner, to the hallways; we could barely pass up and down the hall."

In 2006, a "good month" would include seven school applications and about 20 to 30 teacher applications, according to Gray. "After that, applications started doubling and tripling." It took four staffers to assess the daily work load before the company moved to its current address in Arlington, Virginia in 2009.

2010-2014

Those numbers began escalating in October 2010, with the advent of online teacher registrations. Yoga Alliance receives about 1,000 teacher and 75 school applications every month during these years. An eight-member board of directors and 30 team members managed Yoga Alliance along with six committees focused on compensation, conference, governance, member benefits, schools and studios, and standards.



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Changes Beginning in 2012

Recognizing the need for member programs and services that go beyond the scope of a 501(c)(3), Yoga Alliance in 2010 incorporated a separate 501(c)(6) organization to serve as an association for yoga teachers, schools and studios and later announced that current registrants would automatically become members of this new organization. Currently, the two organizations, Yoga Alliance and Yoga Alliance Registry, operate in partnership to support the yoga community.

After the board of directors appointed Richard Karpel as president in July 2012, the former executive director of the American Society of News Editors focused on reforming Yoga Alliance, starting with establishing core values of transparency, service, excellence and learning.

Karpel also oversaw the launch of the professional member association for yoga teachers and schools that provide members with education, representation, communications and member benefits. Karpel's vision for education and outreach includes a series of online workshops and tutorials and more.

Yoga Alliance serves members through the website, email newsletters and daily engagement through social media. Yoga Alliance launched its member benefits program in 2013 for yoga teachers and yoga schools that includes discounted rates for liability insurance. Additional member perks include discounts on training, education, yoga apparel, travel, legal services and electronics.

2016 and Beyond

Today, the mission of Yoga Alliance is to promote and support the integrity and diversity of the teaching of yoga. Read about our programs and latest accomplishments as well as our plans for the future in our new annual publication, the 2016 State of our Union.



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