The Past, Present and Future of Yoga Alliance

Presented by:
Nayaswami Gyandev McCord, E-RYT500, YA Board Member
Kerry Maiorca, E-RYT500, RPYT, YA Board Member
Andrew Tanner, E-RYT500, YA Spokesperson
Agenda

- Yoga Alliance's history
- How our standards were formed
- How we have become the largest non-profit association representing the yoga community
- Yoga Alliance's State of our Union
- Updates to our Standards
- The Future of Yoga Alliance
- How we plan to support future trends that are important to our membership
Catalysts

• 1997
  o Employers ask, “Who is qualified?”
  o States consider regulating YTTs

• Yoga Dialog
  o Self-regulation
  o Diversity
  o 200-hour baseline standards
  o Larger vision: support, benefits

Yoga Dialog → Ad Hoc Yoga Alliance
Yoga Alliance is born

- **1999**
  - 200- & 500-hour standards
  - Registries open
- **Early years**
  - 1–2 staff + volunteers
- **2004**
  - 10,000 registrants

Unity in Yoga

Ad Hoc Yoga Alliance

Yoga Alliance
Evolution

2005 Standards 2.0
- E-RYT
- Max. # Lead Trainers

2007 Continuing Education

2010 Specialties
- Prenatal
- Children’s

The Past, Present and Future of Yoga Alliance
Hosted by Yoga Alliance
2011-12: Two YAs

Yoga Alliance Registry
- 501(c)(3)
- Public education
- Standards
- Credentialing
- Registries
- Scholarships
  - YA Foundation

Yoga Alliance
- 501(c)(6)
- Membership
- Community
- Insurance, workshops, discounts, etc.
- Advocacy

Board of Directors
2013: Social Credentialing

- Compliance at last!
- Assessed by verified graduates
- Transparency
- Credibility for yoga
- Feedback for how schools could improve
- Information for potential trainees when choosing a school

Tutorial & white paper: https://www.yogaalliance.org/Credentialing/Social_Credentialing
Registry Growth

![Graph showing the growth of RYT and RYS registrations from 2004 to 2015.](image)

The Past, Present and Future of Yoga Alliance

Hosted by Yoga Alliance
Yoga Alliance® promotes and supports the integrity and diversity of the teaching of yoga.
Membership Benefits

Credentials
Visibility
Education
Advocacy
Community
Publications
Member Perks

Hosted by The Past, Present and Future of Yoga Alliance
Standards Revisions

2014
Teaching Experience requirement increased from 100 to 500 hours for Continuing Education Providers and Other RYS Faculty.

2015
Equal value for Continuing Education Contact and Non-Contact Hours.
2016: The Yoga Alliance Continuing Education Provider (YACEP) credential
Yoga Alliance Registry
Social Credentialing

Over 27,000 teacher trainees have provided feedback to approximately 2,800 distinct schools through Social Credentialing.
Education and Online Workshops

Rich educational content and tips from leaders in the yoga community. Free for members.

Since 2014, 22,800 views!
Community

Cultivating a community!

- Engaged with 1,000s of people in 12 cities at yoga events
- Facebook community grew more than 250%
Publications and Resources

• Bi-Monthly Yoga Alliance Newsletters – be sure to opt-in to receive them.

• 40 yoga news stories per month – Yoga Insider

• Questions? Get answers from a real person! 4,000 responses per month by phone and email

• 275 studies in our Research Index - send scholarly articles to research@yogaalliance.org
Member Perks

38 peer reviewed and approved partners
Discounts on products and services
to support yoga and daily living
In 2013 and 2014, we awarded $11,150 to six yogis.

- Two scholarships to aspiring yoga teachers
- Four scholarships to existing RYT500s wishing to attend advanced training at RYS 500s

Donations provided by our sponsors and community.
The Future of YA

We will continue to build our member benefits:

- Credentials
- Visibility
- Education
- Advocacy
- Community
- Publications
- Member Perks
Foundation and Scholarships

- DONATION PORTAL SAVES THE DAY!

- Micro donations are fueling scholarships and we will begin to open them on a rolling basis beginning in Q4 of 2015
Social Credentialing
75K visits to registry per month
WHERE DO YOU PRACTICE MOST OFTEN?

- Home: 59.4% (2008), 47.1% (2012)
- Health club/fitness center: 11.8% (2008), 11.2% (2012)
- Community center: 4.8% (2008), 6.8% (2012)
- Yoga studio: 4.3% (2008), 11.7% (2012)
- Other: 17.6% (2008), 23.2% (2012)

Nearly half of the participants mostly practiced yoga at home. However, this number has decreased in recent years (from 59 percent in 2008). Compared to previous studies, yoga at health clubs has increased from 17.6 percent in 2008 to 23.2 percent in 2012.
2016 Yoga in America Study

Most comprehensive study of the yoga consumer market!

Insights used to gauge public opinion, track industry growth and predict trends.

Conducted by Yoga Journal & Yoga Alliance and is slated to be complete in early 2016.
Q & A

Questions?

Contact info@yogaalliance.org
Thank you!
Video Library and CEs

Recording and slides within a week: https://www.yogaalliance.org/Leam/New_Video_Library.

Asterisk (*) = eligible for Yoga Alliance continuing education or RYS curriculum non-contact hours.

To submit CEs, go to https://www.yogaalliance.org/Credentialing/ContinuingEducation.
Online Workshop Presenters

View our guidelines and download our presenter agreement and application:

Questions? memberbenefits@yogaalliance.org.
Guiding Principles

- Celebrating the diversity of yoga styles, traditions and lineages;
- Advocating for self-regulation in the yoga industry and universal access to safe yoga practices;
- Upholding the worldwide growth of yoga through education and community;
- Educating the public on the value and credibility of voluntary registration with Yoga Alliance Registry, our related 501(c)(3) non-membership public charity;
- Encouraging safe yoga instruction by promoting adoption of Yoga Alliance Registry’s quantitative Standards;
Guiding Principles

Inspiring members to foster an informal yoga community by providing fair and full feedback to Registered Yoga Schools, which fosters accountability and continual improvement;

Guiding yoga teachers and schools in achieving success with conscious and effective business practices;

Advocating to protect the yoga community from unfair or unnecessarily burdensome patents, taxation or government regulation;

Serving the member community by supporting scholarship programs, providing benefits, and developing strategic alliances.
References

Yoga Alliance mission and guiding principles
https://www.yogaalliance.org/About_Yoga_Alliance

Yoga Alliance State of Our Union
https://www.yogaalliance.org/Benefits/Publications/2015_State_of_our_Union