



# SOULSIDE

## HEALING ARTS

**2022-2024 STRATEGIC PLAN**

## VISION, MISSION & CORE VALUES

### **Mission**

Soulside Healing Arts decreases barriers to healing, health, and happiness by making holistic wellness practices accessible to all.

### **Vision**

Through pay-what-you-can in-studio classes, establishing wellness partnerships with local employers, and instructing low or no-cost courses in other community based organizations, Soulside Healing Arts will decrease barriers to holistic wellness.

### **Core Values**

#### *Diversity*

We recognize and embrace the benefits of having a diverse board, staff, and studio clientele and are committed to developing policies, practices, and ways of working that support diversity. We are committed to an inclusive and welcoming workplace with an environment that respects differences and is intolerant of behaviors which are non-inclusive.

#### *Respect*

We are respectful to all persons and promote yoga and movement arts as a primary form of holistic wellness. We will work to ensure that these practices are made accessible and informed by the varying abilities, levels of experience, and backgrounds of our students.

#### *Empowerment*

We work to give the learning and strategies to our board members, instructors, and practitioners they need to make the movement arts a staple in their holistic wellness practice.

#### *Collaboration*

We work together by sharing knowledge, learning from each other, building consensus towards a common goal of social change. We believe that collaborating with our employer partners and community-based organizations will expand our impact to reach those in our community who could benefit from trauma-informed holistic wellness practices.

#### *Accountability*

We are accountable for our actions and attitudes as facilitators and instructors of holistic wellness practices. We will be responsible in educating our instructors and students of the diverse needs of the community to ensure our practice is positively reducing barriers to healing and improving people's lives.

## GOALS & STRATEGIES

Soulside was founded with aspirational goals in the Spring of 2018, including the goals below. The goals we set link directly to our vision and mission. The strategies in place are how we will achieve these goals, and each strategy links directly to one or more goals.

### Goals

By reducing barriers to holistic wellness and movement arts, Soulside Healing Arts will:

#### Improve Health

Practicing yoga and other forms of movement arts improves both physical and mental health. These practices have also been demonstrated as valuable compliments to trauma therapy regimens establishing more effective mind-body connections, empowering individuals to better manage the somatic symptoms of emotional and physical trauma.

#### Improve Wealth

By providing pay-as-you-can, donation-based classes in studio, no student will be turned away for their inability to pay the market-rate suggested donation. Thus, for those individuals with low- or fixed-incomes, they can still benefit from holistic wellness, while using their precious resources on other activities of daily life.

#### Empower Instructors

Through empowering Soulside instructors with professional development we will ensure that classes can accommodate individuals of various functional and emotional capacities. By supporting instructors in adapting their approaches, we are striving to provide the most equitable approach to the instruction of the movement arts as possible. As we move forward, we will make special effort to identify and support students interested in becoming movement arts instructors themselves, growing a diverse instructor cohort to further ensure our commitment to equity.

#### Equitable Access

For those community members with transportation barriers for which in-studio classes are not readily accessible, Soulside will work to establish relationships with other community-based organizations to provide low- or no-cost classes at locations centralized in neighborhoods.

### Strategies

These are the ways Soulside will accomplish its goals:

#### Organizational Effectiveness

Ensuring that board policies, practices, goals, and strategies are crafted and informed by a diverse board of community members, students, and instructors. Soulside is also committed to strong fiscal stewardship and transparency.

#### Community-Based Wellness Partnerships

Through partnerships with other community-based organizations and employers in the region, Soulside ensures equitable access for community members by reducing transportation barriers, hosting classes in neighborhoods at low- or no-cost.

#### In-Studio Classes & Events

Soulside's in-studio classes will remain on a sliding-scale, donation-based model to ensure equitable access for our community members of modest means. Furthermore, the studio spaces within Soulside will be marketed for use to support other community-based organizations and partners looking for a safe, community space on a sliding scale basis.

# STRATEGIC PRIORITIES

## 1. Expanding Workplace Wellness Offerings

- a. Establish two corporate contracts by January 2023 and five by January 2024.
  - i. Develop a clear menu of offerings
    - 1. Employ comparative analysis of other yoga/wellness workplace offerings
    - 2. Develop a distribution plan of offerings
    - 3. Establish how package of offerings will be shared virtually and in print
  - ii. Encourage renewal of annual contracts with incentives
- b. Develop data collection tool
  - i. Establish clear tracking system for leads and contacts
  - ii. Incentivize survey collection with workplace partners and analyze collected data to improve offerings

## 2. Establish Standard Operating Practices as Board

- a. Task assignments are tracked with project management approach.
  - i. Project management style is chosen by December 2022 to implement in January 2023.
- b. Committees are well-defined and each has active members.
  - i. Increase outreach done by committee chairs to create ad hoc groups made up of community members.
- c. Expectations for board members are well-defined and presented in a clear manner to new recruits.
  - i. Create 1-pager of meeting attendance expectations, duties, etc.
- d. Make data-driven decisions.
  - i. Increase variety of data collected by getting community input anytime we are providing a service or attending a function in community.
  - ii. Use data collection to make targeted approaches to outreach and facilitation.
- e. Create budget-building process based on strategic goals.
  - i. Develop 2023 budget in Fall of 2022 and 2024 budget in Fall of 2023
  - ii. Develop 3 year budgetary strategic plan in Fall of 2022

### **3. Visibility & Education**

- a. Increase class average to 6 by January 2023 and 9 by January 2024.
  - i. Each board member presents to at least one trade fair, professional association meeting, or other educational event each year.
  - ii. Create a standardized branding/communications packet and slides presentation that all Soulside representatives can share within their networks by December 2022.
- b. Improve signage on building and pursue a mural on the garage door.
- c. Consider pros and cons of a possible location move.
- d. Partner with Angie and the Chamber of Commerce to host a Peoria transplant party. (*happening Oct 21st, 2022!*)
- e. Build inroads to more local health and social service professionals with the intent that they refer our services to their clients.
- f. Develop a clear social media and newsletter marketing plan.
  - i. Collect testimonials and stories of our impact and what we are doing in community.
    - 1. Data collection around how best to share these stories.
- g. Teachers have completed a trauma-informed training within one year of teaching with Soulside.
  - i. Soulside hosts Continuing Education training accredited with Yoga Alliance once per year.

### **4. Inclusion/Diversity of classes**

- a. Develop community-informed LGBTQIA+ class series, whether at studio or elsewhere in community.
  - i. Attend Pride fest as a vendor
  - ii. Collect input from LGBTQIA+ community about what they want/need from a yoga space before designing a class or series
- b. Expand access to non-English speaking communities, including ASL.
  - i. Research prevalence of other languages spoken in our area
  - ii. Collaborate with existing cultural groups/organizations to provide at least 2 translated yoga classes before summer 2023.
    - 1. Groups to consider partnering with: ICC's Interpreter Preparation program, Communication Junction
  - iii. Seek to have a regular series of translated classes set up for most prevalent language before end of 2023. (Spanish)
- c. Explore options for offering more classes for communities with disabilities.
  - i. Groups to consider partnering with: Heart of Illinois Special Recreation Association, Center for the Blind and Visually Impaired