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Shakti Rising

An Online Yoga Community By and For College Women

What Shakti Rising Is

- Shakti Rising is a zero-cost, online yoga and mindfulness community by and for college women. We offer livestream and on-demand, body-positive practices that improve fitness, reduce stress and isolation, and promote health and community, while helping universities extend campus wellness, belonging, and engagement through accessible, scalable programming.
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Why Universities Would Want To Invest

Advance student well-being + inclusivity

- **Increases access** for students who: can't access wellness resources, can't sign up for filled yoga classes on campus or afford off-studio classes, feel intimidated at the gym. Fitness practice leads to less intimidation at the gym. Women say they simply lack the motivation, but they also say that with something as simple as a 10-minute sunrise yoga session with friends at the live session, it makes wellness easy and social, rather than another thing on their to-do list.
- **Body-positive, inclusive instruction** designed specifically for **college women, by college women** with convenient programming. Late night live yoga classes, and an on-demand

collection of meditations, yoga, and breathwork available they can use any time of day, anywhere in the world.

Strengthen engagement + retention

- Low-friction, mobile access meets busy academic schedules.
- Community-centered live sessions reduce isolation and support persistence.
- We don't replace excellent programming; we amplify it by giving students a community-centered experience that addresses your core wellness goals.

Extend campus capacity, cost-effectively

- Complements fitness, counseling, recreation, and student life.
- Ready-to-use website that can be promoted through existing channels.
- There is no cap to livestream classes; there is no scheduling barrier to our classes...our on-demand library can be accessed anytime, anywhere.

Aligns with university best practices

- Emphasizes stress reduction, self-efficacy, sleep hygiene, and healthy movement.
 - Incorporates short-format practices for students with limited time.
 - Takes a holistic approach to wellbeing
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What Students Get

- **Live classes** on zoom with real-time encouragement (not isolating)—instructors can see and support participants (camera optional).
- **Convenient class times.** Classes take place at times that university wellness centers cannot, from late nights during the week and early mornings on the weekend. Nobody gets turned away because the classes are booked. All are welcome.
- **On-demand library** (5–30 minute sessions) for meditation and breathwork.
- **Social connections:** Students can interact through blog posts, live chats during Zoom yoga classes, Instagram & Youtube, and self-inquiry workshops in groups.
- **Self-inquiry & journaling prompts:** in groups or on their own, women use yoga philosophy to reflect on their own lives, values, and vision for themselves.

- **Representation that reflects them:** diverse women instructors; inclusive, body-positive cue and messaging.
 - **E-Commerce** site for college women entrepreneurs to showcase and sell their products for fee
 - **Professional development & leadership opportunities.** Our ambassador program welcomes students with or without experience to lead a yoga class for our digital collection. Internship opportunities available to help with web development, content creation, marketing, data analytics, cybersecurity, and social media.
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What Campuses Get

- **Research-informed content:** All content—yoga classes, meditations, breathwork, and self-inquiry workshops—are based on empirical research and extensive conversations with college women.
 - **Trauma-informed teaching:** We apply trauma-informed pedagogy to all of our content. Option to leave live classes at any time, multiple forms of participation, holistic perspective of students, prefaces to workshops about self-love, cultivating relationships, reflecting on contentment in moments of anxiety and despair.
 - **Simple safe website for easy access:** Universities and students simply login to our website, anywhere they are. Students access unlimited content. Universities access usage data & our payment portal. Our platform is mobile friendly, secure, and password protected. No complicated app; no software to install.
 - **Professional development opportunities for their students:** Shakti Ambassador program & Women in Business collaborations.
 - **Analytics:** learn how many students use the platform, and find out how it's helping them.
 - **Privacy-forward approach:** cybersecurity specialist protects student & client data; zoom has an option for anonymity.
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Return on Investment

***What students get:** research-backed wellness content tailored to their needs & interests; friendships. fitness, wellbeing, connection in a social digital world, growth opportunities, ultimately resulting in holistic health and academic success.

***What wellness programs get:** A practice-based complement to your knowledge-based programming. Measurable engagement through attendance and participation. Student-generated content opportunities (wellness ambassadors, peer leaders). Differentiation in your wellness offerings

***What institutions get:** improved belonging metrics. Reduced loneliness scores. Enhanced retention through connection and community. A holistic wellness model that aligns with best wellness practices.

Implementation Snapshot

- **Access model:** University-enabled access at **no cost to students**. Simple, secure login process.
 - **Delivery:** Livestreaming, interactive Zoom-style sessions with option for anonymity; on-demand library; device-agnostic; social media interactions, e-commerce.
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Next Steps

- **Website coming soon. Pilot will be available in early summer, 2026.**
- **Email Kate Hanzalik at khanzali@g.syr.edu** with your campus name and point of contact. Let's set up a time to talk about your goals, values, and student needs. We'll tell you what we have to offer then take it from there.

About the Founder

Kate Hanzalik, Ph.D., R.Y.T. 500 has been a professor for nearly fifteen years. She notices the women in her classes struggling, she reads the research about larger trends in student wellness, she talks to women at school, and learns about wellness initiatives on college campuses today. Loneliness, grief, anxiety, sleeplessness, distraction, comparison, lack of convenient access to resources....these are just some of what many college women everywhere grapple with today. Universities are strategic in their approach to address these challenges, yet more can be done to reach women. That is why Kate decided to create Shakti Rising, an online yoga and wellness community to help them reap the benefits of yoga just as she has.

During graduate school, she became depressed, isolated, comparing, and stressed from a competitive learning environment. Aside from her teaching and research, the only place that gave her a sense of joy

and belonging was the yoga studio off campus. She was welcomed by a community, inspired and seen by instructors, and felt strong physically. After earning her Ph.D. in rhetoric and composition at Clemson University, she landed a teaching position at Syracuse University and pursued 500 hours of yoga training. She learned a diverse range of yoga practices and philosophical tools for every body. She applies what she has learned about trauma-informed & trauma-responsive teaching to her yoga classes.

Kate also created the Shakti Rising Ambassador Program to give women leadership opportunities, internships, and real-world experience developing Shakti Rising from the ground up. She teaches women who have a story of resilience to share how to lead a yoga class that will inspire others to keep going, never give up, and know that they are not alone.

Kate is dedicated to collaborating with university wellness programs to support holistic health for college women today. She's designed Shakti Rising to support schools' needs and interests, and give them measurable indicators of success.