

## Institutional Plans Wisconsin 2018-2019

**NOTE: 2017 goals in black; 2018-2019 goals in blue**

**D. SWOT ANALYSIS.** Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.

Strengths: Excellent reputation, compliant with Texas state rules of operation; relies on expert guest teachers in addition to the school director (the principal teacher) to deliver curriculum; uses state of the art technology in the classroom; compliant with NAMA standards; steadily increasing interest and enrollment in its programs.

### 2018-2019 Goals:

1. Focus on advancing the certified AHC students to enroll in the AP year (year two) starting in January 2019
2. Organize all new AP content in Google Drive
3. Spend more time lesson planning using more varied and creative learning activities
4. Finish creating tests for the AHC group and create tests for the AP group to prepare students for the NAMA board exams.

Weaknesses: Determining the appropriate time to increase the administrative body of the school. While current in its obligations to the certifying body (NAMA), state regulators (Texas Workforce Commission) and its students, expansion to serve more students will require adding concurrent course programs with additional teachers. The school can only grow so much right now under the management of a sole proprietor.

### 2018-2019 Goals:

5. Apply for a new asynchronous program with the Texas Workforce Commission that will legally allow students to engage all of the prerecorded classes and learning documents and tests in the online Canvas classroom at their own pace.
6. Hire a bookkeeper
7. Start using Quickbooks

Opportunities: With the high cost of traditional college tuition, more young adults are looking for professional schools to begin a career. Ayurveda, like other holistic health fields, is growing greatly, and there is an increase in interest in the study by young adults. Tuition for two years of study, which will enable one to certify as an ayurvedic practitioner, costs about \$10,000—much less than any 4-year degree, and is akin to the cost of an associates degree. Earning potential for an ayurvedic practitioner that owns their own practice begin at about \$24,000/year (seeing only 8-10 new clients per month). As a practice increases in size, and the business is leveraged with additional practitioners, earnings can exceed six figures.

#### 2018-2019 Goals:

8. Increase visibility of the school and its wonderful guest instructors by offering free classes to the public.
9. Continue to build the reputation of the school by offering well-prepared lessons and giving individual attention to each student. Respond to emails, texts and phone calls in a timely way.
10. Stay up-to-date on grading in Canvas and make comments on students' assignments.

Threats: Due to the accessibility of remote learning platforms and students willing to learn in an online environment, the greatest threat to the school is from other schools that might try to undercut costs. Right now, this school is one of the least expensive options, but opportunists—sometimes with lower standards—could threaten state compliant schools by cost undercutting.

#### 2018-2019 Goals:

11. Market the unique features of the school so that prospective students can see what a good thing we have going on! To do this, it will be necessary to keep up with the various programs that are similar to ours so that we are as or more informed than prospective students when they reach out to us.
12. Encourage current students to recommend our school to their contacts.

13. Mindfully nurture the students along so that they stay on schedule and receive their certification.

**E. FUTURE THINK.** Describe your school 5 years from now. What will it look like and how it will be positioned in the market place.

Indications are that interest continues to grow with each new course offering. In five years time, the school envisions running from four to eight courses concurrently, instead of the current maximum of two. In order to accomplish this, the school envisions hiring sub-directors to supervise and organize the teaching of these additional courses. This will allow the school founder and director to leverage greater income and make the school more profitable. Instead of serving, on average 10-30 students at once, those numbers could exceed 100. This would increase the scope and reputation of the school, vastly increase its marketshare, and empower the director and employees to further expand curricular offerings and professional programs.

#### 2018-2019 Update

Really focus on making the instructions and process for the students top-notch right now so that the above-mentioned growth is a reality.