

# INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)  
Form EAB 1.10 (Rev. 11/15)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
431 CHARMANY DRIVE, SUITE 102  
MADISON, WI 53719  
(608) 266-1996

The Educational Approval Board (EAB) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAB requires schools to submit evidence appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAB and school officials to engage in a dialogue over time about the future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAB does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

Managed Grazing Innovation Center (MGIC)

## II. PLANNING ELEMENTS

**A. MISSION.** Describe your school's mission and vision, which identifies its purpose and its core values.

See attached Mission-Vision-Goals.

**B. MARKET.** Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

The Managed Grazing Innovation Center welcomes current and aspiring dairy farmers, agricultural educators, resource managers, land owners, and all individuals who are interested in gaining practical science-based knowledge of managed grazing dairy production and grazing dairy farm management. Managed grazing is a sustainable farming method in which the majority of farm acres are in perennial forages and livestock are rotated through paddocks of high quality grasses and legumes that are allowed to rest and regrow. This farming method, which uses natural processes to improve efficiency, restores and protects natural resources, improves animal health, reduces costs, and improves farm profitability.

No comparable program in managed grazing education exists for current or aspiring farmers. While traditionally farmers have learned from one another (within a family or among neighbors) decades of farm loss, consolidation of large operations, and a lack of programming in educational institutions have left producers with few options.

MGIC provides affordable and accessible information intended for practical application on the farm. It also helps foster community by linking farmers, regardless of geographic location, with an online learning community. See attached brochure.

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**C. MANAGEMENT.** Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

The Managed Grazing Innovation Center is owned and operated by Dairy Grazing Apprenticeship (DGA), a nonprofit organization that has a National Apprenticeship in "managed grazing dairy production" registered with the U.S. Department of Labor that combines on-farm employment and training with related instruction. MGIC provides required core classes for DGA through its Managed Grazing Dairy Certificate program, which is also open to the public.

The School Administrator for MGIC, Joseph Tomand, III, is the Executive Director of DGA. Tomand is also a Master Dairy Grazer (employer) in the Apprenticeship program and a former Ag educator. He provides oversight and leadership for the MGIC administrative team, which also includes James Paulson, the MGIC Instructor, Bridget O'Meara, the Communications Director and Website Administrator, and Dana Paul, Administrative Assistant.

This team managed the daily operations of MGIC, registering and enrolling students, storing records, facilitating communications, and delivering all instruction in an online format through the DGA website and integrated Moodle LMS.

The Apprenticeship Training Committee, which consists of industry stakeholders including dairy farmers who are DGA Masters (employers) ensures that the certificate program complies with DGA National Standards of Apprenticeship, reviews and approves any changes to curriculum, and reviews and approves requests for advanced standing from both Apprentices and non-Apprentice students.

See attached Management Structure graphic.(Organizational Chart)

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**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.

See attached Vision Mission and Goals (Medium and Short Term Goals)

### Strengths/ Weaknesses

1. Provide Apprentices/ students grazing education lacking in traditional dairy science programs (secondary and post secondary)
  - MGIC courses are all based on managed grazing dairy systems
  - MGIC chooses instructors with strong background in managed grazing as well as education
  - MGIC provides enhanced educational experience with grazing focus to Apprentices in DGA
  - MGIC is open to the public and provides grazing educational experience not available elsewhere

2. Provide DGA with custom courses in online format to improve accessibility and enhance capacity for growth
  - MGIC offers high quality online courses designed for practical application and to compliment skills based education
  - MGIC captures tuition revenue that would otherwise go to educational partners
  - MGIC integrates innovative technologies to engage Apprentices/ students, improve accessibility, and utilize partner expertise
  - MGIC audience is largely rural population that benefits from online accessibility (may need improved reliability of Internet)

3. Provides innovative approach within well established parameters for skills-based education with existing Apprenticeship program
  - MGIC has significant expertise to draw from because it is owned and operated by DGA, which was created in 2011 and has now more than 150 approved Master Dairy Graziers in 11 states, 45 current Apprentice-Master pairs, 20 Journey Dairy Graziers (graduates) and an engaged board and Apprenticeship Training Committee (that include farmer and industry stakeholders)
  - MGIC benefits from the track record and expertise of Dairy Grazer Apprenticeship, which is the first formal Apprentice for farming in the nation and can serve as a template for additional Apprenticeships/ certificate programs
  - MGIC and DGA are already embedded in educational systems (formal DOL Apprenticeship), have been through a formal DACUM process, and have strong partnerships

See also attached SWOT analysis

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**D. SWOT ANALYSIS** *(continued)*

Opporunities/Threats

1. Providing continuing and introductory education to DGA participants
  - MGIC will create new courses in response to needs and interests of Masters and Journey Dairy Grazier
  - MGIC will draw potential participants to the Apprenticeship program by offering classes to the general public
  - MGIC will better prepare Apprentice Candidates to be successful in preparing, applying, obtaining, training and completing Apprenticeship
  - MGIC will develop regionally specific curriculum for participants who implement managed grazing in different regions under a variety of soil, climate, economic, and cultural conditions
  
2. Providing grazing based education to other farmers and the general public
  - MGIC will train non-DGA dairy farmers in managed grazing dairy production to improve stewardship, profitability, and animal health
  - MGIC will develop new courses and curriculum in other types of grazing based livestock production
  - MGIC will work with conventional confinement farms to train employees on implementing grazin gbased systems to protect water quality and meet regulatory commitments
  - MGIC will deliver classes to educators, industry leaders, agency representatives, policy makers, and consumers as well as farmers
  
3. Providing related instruction/ grazing education for other agricultural Apprenticeships and educational instutitions
  - MGIC will seek to partner with high schools and online secondary educaiton providers to enhance Ag education
  - MGIC will seek to partner with dairy science programs at two and four year institutions
  - MGIC will be avialable to other Ag Apprenticeships to provide template for developing curriculum and potentially delivering instruction

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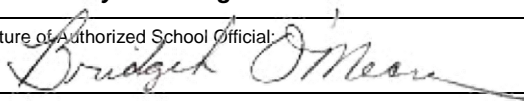
**E. FUTURE THINK.** Describe your school 5 years from now. What will it look like and how it will be positioned in the market place.

- At least 40 DGA Apprentices have completed the six core courses, earned a Managed Dairy Grazing Certificate, and become Journey Dairy Graziers.
- 20 DGA Master Graziers and/ or Journey Dairy Graziers enrolled in continuing education classes.
- Fifty percent of students are from general public (farmers, students, and others who are not directly involved in the Apprenticeship).
- Fifty percent of the school costs are covered by tuition.
- Additional certificate programs in regenerative grazing livestock systems developed in partnership with other Apprenticeships and educational programs.
- DGA is part of the Registered Apprenticeship College Consortium (RACC) and credits transfer to other institutions.
- Developed relationships with all federal, state and local governmental organizations that can help achieve the goals.

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***I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.***

Signature of Authorized School Official:



Print or Type Name and Title of Authorized School Official:

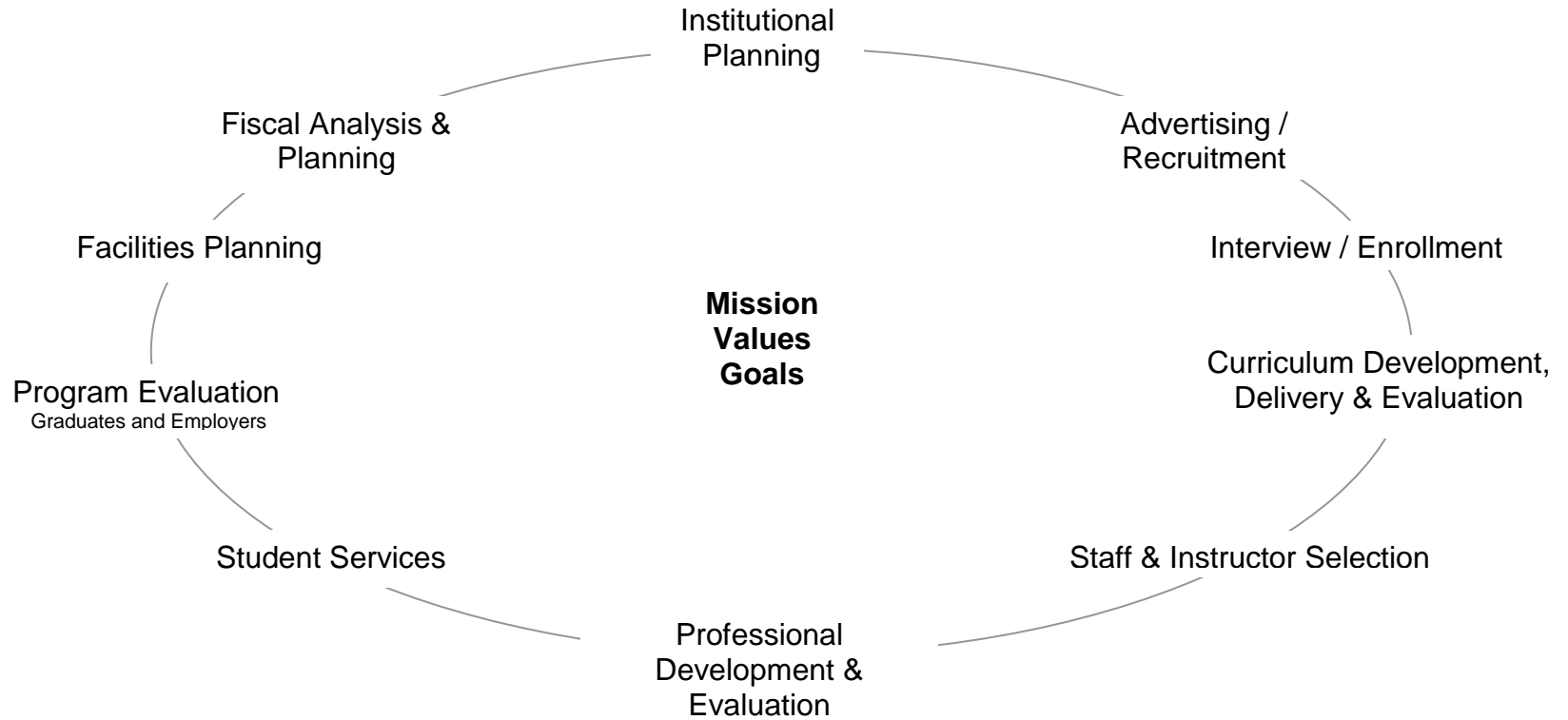
Bridget O'Meara, Communications Director

Date:

April 5, 2018

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# INSTITUTIONAL SYSTEMS



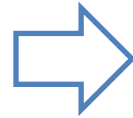
# Managed Grazing Innovation Center

Vision – Mission – Long Term Goals

2018

## Vision

Accredited and nationally recognized institution that provides accessible, practical science-based agricultural education.



## Mission

Managed Grazing Innovation Center (MGIC) strives to provide high quality education on regenerative grazing systems for livestock, farm business management, and conservation stewardship in an online format.

We accomplish this mission by:

- Providing online related instruction for Dairy Grazing Apprenticeship as well as other formal Apprenticeships and educational programs.
- Offering certificate programs and individual classes to the general public.
- Using a robust open source Learning Management System (LMS) that is widely accessible for course delivery.
- Engaging experienced Ag educators, researchers and farmers to share their knowledge and expertise.



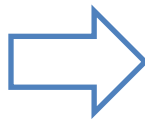
## 10-Year Goals

- Become a fully accredited educational institution.
- Develop new educational programming based on needs of stakeholders and partners.
- Become financially self-sustaining by serving enough students to cover the costs of operating the school.
- Helped to increase the number of independently operated regenerative grazing farms.

## Medium and Short Term Goals to Achieving the Vision

### In the next 3-5 years MGIC will have:

- At least 40 DGA Apprentices have completed the six core courses, earned a Managed Dairy Grazing Certificate, and become Journey Dairy Graziers.
- 20 DGA Master Graziers and/ or Journey Dairy Graziers enrolled in continuing education classes.
- Fifty percent of students are from general public (farmers, students, and others who are not directly involved in the Apprenticeship).
- Fifty percent of the school costs are covered by tuition.
- Additional certificate programs in regenerative grazing livestock systems developed in partnership with other Apprenticeships and educational programs.
- DGA is part of the Registered Apprenticeship College Consortium (RACC) and credits transfer to other institutions.
- Developed relationships with all federal, state and local governmental organizations that can help achieve the goals.



### In the next 1-2 years MGIC will have:

- Updated curriculum for all core DGA courses with improved focus on managed grazing systems.
- Developed an accessible and streamlined LMS that is fully integrated with the DGA website.
- Received EAP final approval.
- Received DOL-ETA approval for all curriculum changes.
- Opened for enrollment to Apprentices on Oct 1<sup>st</sup>, 2018.
- Opened for enrollment to general public on Oct 1<sup>st</sup>, 2019.
- Developed comprehensive and integrated process for continuous improvement.
- Identified needs/interests of Apprentices in other part of the country for potential electives or learning modules.
- Identified needs/interests of Masters and Journey Dairy Graziers for continuing education curriculum.
- Utilized current administrative and educational partnerships to enhance course content and participant engagement.
- Begun to develop partnerships with education providers (universities, high schools) seeking managed grazing education options.
- Developed a more clearly defined outreach/education campaign with the help of marketing professionals.
- Outlined federal, state and local governmental organizations that might help move various elements of the mission and long term goals forward.

## Managed Grazing Innovation Center

### Results 2023

<b>Graduates (National)</b>	<b>70</b>
<b>DGA Mentors</b>	<b>155</b>

Until December 2023, the Managed Grazing Innovation Center achieved a significant milestone, with 70 dedicated Apprentices successfully completing the rigorous six core courses. This accomplishment not only demonstrates their commitment to the field but also marks their transition into certified Journey Dairy Graziers, having earned the prestigious Managed Dairy Grazing Certificate.

The program's success extends beyond the Apprentices, as we've also engaged at least 20 experienced Mentors who are actively participating in continuing education classes. This commitment to ongoing learning ensures that our Mentors remain at the forefront of industry best practices, enabling them to provide cutting-edge guidance to the next generation of dairy graziers.

In our continuous effort to enhance the quality of education, we've made substantial improvements to our curriculum and teaching staff. We've hired highly qualified part-time instructors, each bringing a wealth of practical experience and theoretical knowledge to the classroom. Under their guidance, all six core courses have undergone comprehensive updates, with a sharpened focus on managed grazing systems. These revisions ensure that our curriculum remains relevant, practical, and aligned with the latest sustainable farming practices.

A major technological advancement in our program is the acquisition of a new Learning Management System (LMS). This state-of-the-art platform offers a multitude of features designed to foster more engaging participation among our students. The intuitive interface, interactive learning modules, and robust communication tools create an immersive educational experience that goes beyond traditional learning methods.

One of the most exciting aspects of this new LMS is its seamless integration with the DGA website. This integration creates a unified digital ecosystem for our students, mentors, and instructors. Apprentices can now easily access course materials, submit assignments, participate in discussions, and track their progress, all from a user-friendly platform. This streamlined approach not only enhances the learning experience but also prepares our students for the increasingly digital nature of modern agriculture.