

# Alandi 3 Year Strategic Plan 2022-2025

## Our Goals:

- **Maintain a total student body of 12 students**
- **Identify new students through improved Marketing**
- **Develop Succession Plan for Future Leadership**
- **Improve Fundraising**
- **Accreditation by NAMAC**
- **Redefine and Delegate Administration and Director Responsibilities**

## Enrollment Marketing

In order to enroll 6 or 7 new students each year Alandi needs more visibility than currently available on NAMA (National Ayurvedic Medical Assoc.) and COLORAMA (Colorado Ayurvedic Medical Assoc.)

Increasing Social Media, Website, YouTube and Newsletter traction cannot be an afterthought or a neglected Seva – it is an essential activity and key to accomplishing all of our goals.

**IDEAS** to increase visibility and define our uniqueness:

- Determine how people find out about Alandi – word of mouth, Google search, NAMA, Posting flyers for student clinic, etc.
- Create short video snippets for posting e.g. lunch, ceremony
- A Spring open house – tour, ceremony, meal, advertised widely,
- Facebook – personal page and business page
- Post to social media almost every day
- Photos, reshare stories, recipes, videos,
- Newsletter – figure out how to increase open rate

## **ACTIONS**

- Follow up on Google ranking with Annie
- Follow up with student clinic attendees
- Post flyers at CU Boulder, Yoga studios, Naropa
- Encourage word of mouth

## Succession Plan

The current Director plans to retire in 15 years at 86 years old. Our current vision is that in 5 years Alandi would have a part time Assistant Dean/Director. This would be about 15 hours per week and would need to be filled by an Alandi graduate - a stable and

## Alandi 3 Year Strategic Plan 2022-2025

committed person who can provide real administrative relief to the Director. Ma and Sadananda need to be housed and supported in perpetuity. Current Director and the spiritual leader are unpaid.

### **IDEAS**

Identify “little Alakanandas” to fill the role of Assistant Dean or potential Director successors.

### **ACTIONS**

- Define the role of Assistant Dean and start to identify potential candidates.
- Define the role and responsibilities of Director.
- Start to identify potential candidates to replace the current Director. The successful candidate will be an Alandi graduate, have 5 years of Ayurvedic clinical practice and be imbued with the spiritual practices of Alandi.
- Begin in 2023 to build salary for the Assistant Director into the budget.

## **Accreditation**

We plan to seek accreditation for Alandi from the National Ayurvedic Medical Accreditation Council (NAMAC). The Colorado Department of Higher Education requires this in order for a school to grant degrees, which Alandi wants to do.

There are 3 Steps to Accreditation:

- Application – as soon as NAMAC is ready – in 2022
- Self study - 2 years
- Site Visit

This will be an expensive process – application fees, self study and site visit costs. It would be best if a former student could be hired to conduct the self study. It cannot be added to the Director’s workload.

### **ACTIONS**

- Apply for Accreditation ASAP
- Raise funds to hire an assistant to manage self study

## **Fundraising**

Each of the goals in this plan including salaries for teaching and support staff, and accreditation depend on successfully increasing Alandi’s ability to raise funds – from individuals, foundations and sponsors.

# Alandi 3 Year Strategic Plan 2022-2025

## **IDEAS**

- Leverage our fundraising tool Little Green Light (LGL)
- Partner with appropriate companies who may want to be sponsors of the newsletter, website etc. e.g. Banyan, Organic India
- Fundraise from high net worth individuals.
- Explore the Southeast Asian and Indian diaspora.

## **ACTIONS**

- Ensure there is a fundraising message in all communications.
- Send fundraising letters at frequent intervals
- Add regular fundraising reminders in the admin calendar
- Track graduates, stay in touch, ask for support
- Fundraise on our strengths – sliding scale clinic, 4 year program

## **Administrative and Teaching Delegation**

More support services are needed immediately to ensure that the Director can put her skills to best use. There are many administrative tasks that could be delegated to an Assistant Dean.

## **IDEAS**

- Announcements
- Transcript and Student Record Maintenance
- Semester end report completion
- Graduate tracking
- Personnel management – hire & supervise cooks, admin, etc.
- Disciplinary matters
- Oversee Calendar
- Interface with regulatory bodies
- Admissions
- Budgeting