

## Strategic Planning

One of the most important functions of a Board of Directors, done with considerable assistance from staff, is the development of a strategic plan that guides an agency into the future. A strategic plan describes how the agency will realize its mission and values, and identifies the agency's strengths and weaknesses, threats and opportunities, and goals and objectives. It specifies where and how the agency will get the money needed to accomplish the goals and objectives; identifies key players responsible for helping the agency achieve success; and creates an action plan with dates and responsibilities clearly identified.

Key:	EC	Executive Committee
	FC	Finance Committee
	MC	Marketing & Communications Committee
	PC	Programming Committee
	DC	Development Committee (including Advisory Board)
	GC	Governance Committee
	SM	Senior Management (Institute Director, Senior Teacher, Institute Council and Institute Manager)

### Planning for 2008/10:

- a. Goal: Expand membership & enhance the experience of members.
  - i. Improve communication of IYAGNY's mission and non-profit identity (both internally and externally)
    1. Create "all-purpose" descriptive/explanatory brochure/materials for use by Association teachers as well as Institute purposes [MC w/PC & SM]
    2. Annual Report [SM & EC]
  - ii. Expand participation in the course structure & make it more vibrant
    1. Communicate purposes of course structure [SM]
      - a. To deepen the experience for serious students
      - b. To translate the culture
    2. Create & communicate syllabus for course structure [SM]
    3. Strengthen teacher training in course model [SM]
  - iii. Expand programs
    1. Open an Institute facility in Brooklyn [SM w/EC, FC & DC]
    2. Expand special programming [PC w/SM & DC]
      - a. Partner with the medical community to address specific needs
      - b. Partner with public schools
      - c. Develop collaborations with other organizations and cultural groups (the Asia Society; the Rubin Museum; the Indian community; the artistic community; etc)

- b. Goal: Groom the next generation of teachers through training and support in the Iyengar method and culture.
  - i. Expand teacher training program [SM]
    - 1. Expand training capacity [SM]
    - 2. Train teachers in a course model [SM]
    - 3. Provide ongoing, continuing education for teachers [SM]
    - 4. Provide specialized training to enable teachers to address special needs [SM w/PC & DC]
  - ii. Open an Institute facility in Brooklyn [SM w/EC, FC & DC]
    - 1. Spread Iyengar yoga
    - 2. Provide additional opportunities for teachers to join the faculty
  - iii. Groom the next generation of Association/Institute leaders [SM w/GC]
    - 1. Train Board and teachers on nature and importance of relationships with Pune & IYNAUS
    - 2. Provide faculty members & other Association teachers opportunities to participate in governance, projects and committees
    - 3. Provide opportunities for training in governance & management
- c. Goal: Improve governance, management and overall communications
  - i. Achieve effective Committee structure and interactions (including Institute Council) [GC & SM]
  - ii. Board development [GC]
    - 1. Expansion and diversification of “skill sets” representation on Board
    - 2. Improve solicitation and orientation materials for Board members
  - iii. Operations Manual [SM w/EC]
  - iv. Finance [FC, DC & SM]
    - 1. Codify budgets (current, mid- and longer-term) process
    - 2. Development plan [DC]
    - 3. Reports and communications (w/DC)
  - v. Annual Report [SM & EC]



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Projects for 2008 going forward:

- Work with foundations such as The Michael J Fox Foundation for Parkinson's Research: forge an alliance with the organization; develop a grant proposal. Connect with doctors in India involved in the project presented with Guruji present on World Parkinson's Day.
- Explore grant opportunities for support of cancer survivors, possibly with the Lance Armstrong foundation.
- Work with VA for soldiers with disabilities partnering with Matt Sanford
- Bringing Iyengar Yoga into the NYC school system
- Bringing Iyengar Yoga to specific populations such as deaf and hard of hearing, cancer survivors and obese and developing programs specific for these populations. Work to bring Iyengar Yoga to health care professionals such as doctors, nurses, dentists
- Teacher Training Program: expand and look at other ways to improve assistance to the growing community of teachers
- Create a lecture/demo that can go out to different organizations to introduce Iyengar Yoga or bring them to us
- Set up strategy for opening a satellite Institute of Iyengar Yoga in Brooklyn

Each identified project needs to be expanded and championed in our committee structure of the Board. We are looking for those interested in helping.