

SEPTEMBER 2023

2023 STRATEGIC PLAN



Sam Beauford
Woodworking Institute

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2018
Great Lakes
Woodworking
Festival
Saturday, May 6
2000 W. Avenue 100
Ann Arbor, Michigan

WELCOME

Go Team!

Kalamazoo High School

Kalamazoo High School

Kalamazoo High School

Char

THE VISION

Imagine a world where the art of woodworking is held in the same esteem as the finest academic disciplines, where the legacy of craftsmanship meets the pinnacle of artisan education. Welcome to the Sam Beauford Woodworking Institute's vision – an institution poised to redefine the boundaries of woodworking education and set a global gold standard. We aim to be not just a college but the Harvard of woodworking.

Our graduates won't merely be skilled artisans; they will be unparalleled masters of their craft, recognized and revered worldwide.

To bring this vision to fruition, our primary objective is to **increase student enrollment significantly**. We have identified a three-pronged strategy to achieve this ambitious goal:

1. Add New Programs: By continually introducing new programs, we ensure that our students are always at the forefront of the woodworking world, equipped with a diverse and modern skill set. This not only enriches their learning experience but makes them highly sought-after artisans upon graduation.

2. Offer On-Campus Affordable Housing: Understanding the immense benefits of a closely-knit student community, we are committed to providing on-campus affordable housing. Such an arrangement doesn't just alleviate living costs for our students, but it helps create a cultural learning hub. Within this community, ideas will flourish, experiences will be shared, and the true essence of a holistic educational environment will come to life.

3. Recruit the Best Instructors Possible: The backbone of our institute is its educators. Our relentless pursuit of excellence drives us to recruit the best instructors in the field. Instructors who not only bring vast experience but also a passion for nurturing the next generation of woodworking masters.

But this dream requires more than vision. It demands bold action, commitment, and resources.

With our strategies firmly in place, the Sam Beauford Woodworking Institute isn't merely forecasting the future; we are actively creating it. As we take these transformative steps, we invite every stakeholder to walk this path with us.

GOALS

- Offer new programs in a phased manner over 15 years
- Ensure facilities and infrastructure grow in sync with program offerings
- Achieve a graduate number of 250 in 25 years
- Retain financial stability and sustainability





3 PHASES OF PROGRAMMING

PHASE I - Complete

Wood Design

PHASE II

Wood Design, Year 2

Basic Carpentry

Timber Frame Carpentry

Architectural Carpentry

Historic Preservation

PHASE III

Advanced Roof Framing

Staircase Carpentry

Furniture Restoration

Cabinet Making

Guitar Building

Boat Building

Sculpture

Digital Design and Rendering

Chair Building

Mass Timber Fabrication

*20 students enrolled per program

INFRASTRUCTURE DEVELOPMENT

SPACE NEEDS

Year 1-5: Develop and/or acquire an additional 15,000 sq ft.

Year 6-10: Develop and/or acquire an additional 30,000 sq ft.

Year 11-25: Develop and/or acquire an additional 75,000 sq ft.

HUMAN RESOURCES

For every 20 students enrolled:

- Hire 1 Head Instructor (\$75k)
- Appoint 2 Assistant Instructors (\$55k each)
- Employ 1 Administrator (\$60k)





STUDENT HOUSING

- Leverage the unique selling proposition of providing affordable student housing.
- Year 1-5: Create housing for 25 students and 10 Instructors.
- Year 6-10: Expand to accommodate an additional 25 students.
- Students rent \$700/month
- Investment will generate \$175k revenue per year
- No other trade school in North America offers student housing
- Housing will also attract quality instructors
- Housing options will be available for Continuing Education Students as well

FINANCIAL PLANNING

Income for every 20 students: \$500,000

Expenses for every 20 students:

- Instructor: \$75k
- Assistants: \$110k
- Admin: \$60k
- Total cost: \$245,000

Balance: \$255,000 (to cover operational overheads)

MARKETING & OUTREACH

- Highlight the unique advantage of affordable student housing.
- Leverage the reputation that we have built.
- Use the new programs as a marketing tool to attract new students.
- Offer incentives to attract high-quality instructors, leveraging the housing advantage.





CONTINUOUS IMPROVEMENT & FEEDBACK

- Monitor and adjust based on feedback from students and instructors.
- Regularly review curriculum in line with the latest industry standards.

SUCCESS METRICS

- Achieve targeted student enrollment numbers for each program.
- Maintain or increase the graduation rate.
- Positive feedback and reviews from students and faculty.
- Financial sustainability, ensuring that the balance is maintained or increased.



IMPLEMENTATION PLAN

- Form a project expansion team responsible for overseeing and implementing the strategic plan.
- Begin the search for available properties or land for development to meet space needs.
- Develop a detailed curriculum for each new program.
- Initiate marketing campaigns targeting prospective students.
- Start the construction and setup of student housing facilities.
- Ensure regular checks, audits, and reviews at every stage.

RISKS & MITIGATION

- Insufficient Enrollment - Enhance marketing efforts and offer early bird discounts.
- Increase in Operational Costs - Regularly monitor expenses and adjust budgets accordingly.
- Faculty Attrition - Offer competitive salaries and benefits, especially leveraging the housing advantage.

CONCLUSION

In conclusion, with a structured and phased approach, Sam Beauford Woodworking Institute is poised for sustainable growth and can cement its position as a leader in woodworking education in North America





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