



PLANNING INTENSIVE

APRIL 2024





2024-2025 GOAL SETTING

MASTERY



REFLECT ON 2023-2024

HIGHLIGHTS

CHALLENGES

DAYS I WANT MORE OF

DAY I WANT LESS OF



REFLECT ON 2023-2024

WHAT WOULD NEED TO HAPPEN IN S _____ A _____ ?

WHAT WOULD NEED TO HAPPEN IN R _____ ?

WHAT WOULD NEED TO HAPPEN IN F _____ ?



LET'S DIVE IN!

[CLICK HERE TO ACCESS YOUR
APRIL RETREAT SPREADSHEET
IN EXCEL](#)

[CLICK HERE TO ACCESS YOUR
APRIL RETREAT SPREADSHEET
FOR GOOGLE SHEETS](#)

FOR 2024-2025, I AM COMMITTING TO:

STUDENT ATTRACTION GOAL	
RETENTION GOAL	
FREQUENCY GOAL	
AVERAGE REVENUE PER SERVICE HOUR GOAL	
WEEKS OPEN GOAL	
TUITION REVENUE GOAL	
TOTAL REVENUE GOAL	



STUDENT ATTRACTION





YOUR EPIC S _____ A _____ STRATEGY

PART 1: P _____ A _____ S _____

GOAL:

BUDGET:

FROM:

TO:

S _____ A _____ :

P _____ A _____ :

S _____ P _____ :

K _____ M _____ :



PART 2: O _____ M _____ S _____

GOAL:

FROM:

TO:

S _____ A _____ :

P _____ A _____ :



D_____	T_____ OF C_____	M_____	C_____



NOTES



NOTES



NOTES



RETENTION

GROWTH

ATTRACT - ENROLL - RETAIN

FRE

PLAN - SY



PLAN YOUR OWN

R _____ E _____

STEP 1: P _____ T _____ E _____

D _____ : TO

STEP 2: C _____ I _____ and O _____

I _____ :

O _____ :



STEP 3: M _____ **it a V** _____ **E** _____

E _____ **T** _____ **T** _____ :

C _____ **S** _____ **M** _____ :

STEP 4: C _____ **a B** _____

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL: _____



STEP 5: C _____ **M** _____ **M** _____

**CLICK HERE FOR EMAIL
AND TEXT TEMPLATES**

TO

STEP 6: I _____ **Y** _____ **S** _____

STEP 7: F _____ **with N** _____

TO

O _____ :

M _____ **of C** _____ :



NOTES



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FREQUENCY



B _____ your **S** _____
for **F** _____

STEP 1: A _____ **Y** _____ **F** _____

CLICK HERE FOR
SURVEY TEMPLATES

D _____ :

TO

STEP 2: A _____ **C** _____ **S** _____

☐

Identify students who are p _____ l _____ fees

☐

Schedule their classes during o _____ h _____ to allow for
h _____ p _____ students during peak times.

☐

Identify classes with s _____ a _____ groups and
s _____ levels.

☐

G _____ these classes t _____ to allow dancers to take
multiple c _____ c _____.

☐

Consider if you can accomodate s _____ coming on the
s _____ n _____.



STEP 3: P _____ **P** _____
over **T** _____ **A** _____

- ☐ Ask for teachers' p _____, but don't a _____ it to dictate your w _____ s _____.
- ☐ C _____ your s _____ based on your findings in s _____ one and s _____ two.
- ☐ Find teachers who f _____ into that p _____ s _____.

STEP 4: C _____ **A** _____ **D** _____ **R** _____

Evaluate opportunities to offer d _____ c _____ for different age groups, such as p _____, h _____ or a _____.

Utilize d _____ hours for s _____ classes, w _____, or p _____ lessons.

Promote d _____ classes through targeted m _____ c _____ and p _____ with local o _____.



OTHER STRATEGIES TO INCREASE FREQUENCY

PICK A MAXIMUM OF 2 THAT YOU WILL IMPLEMENT

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HOW YOU WILL IMPLEMENT:

--

WHEN YOU WILL IMPLEMENT:

--



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