

# INSTITUTIONAL PLANNING

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



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
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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:  
160 Driving Academy

## II. PLANNING ELEMENTS

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

The 160 Driving Academy's mission is to continue to provide the highest quality CDL training in the United States. With that mission, the Company is now the largest provider of CDL training in the country. In 2019 our goal is train and assist in job creation for approximately 10,000 students across our 40 school system. Our vision is to enable any person over 21 years old, who qualifies, to learn how to safely operate a Class A vehicle and ultimately prepare him/her to successfully test for their Commercial Driver's Licence as conducted by the Wisconsin Department of Transportation. Unlike other CDL programs across the country and in the State of Wisconsin, the 160 Driving Academy maintains a mandatory 160 hour curriculum. As many of the 160 Driving Academy leadership team come from some of the most successful companies in the United States we ascribe to the highest values, integrity and process management for all of our employees.

**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.

160 Driving Academy is solely focused on training students for the trucking industry. The U.S. trucking industry is estimated to be \$600 billion. There is now a severe shortage of available truckers in the United States. Our ability to market and deliver the highest quality training as well as immediate job creation attracts students to the 160 Driving Academy. The 160 Driving Academy maintains relationships with the largest shippers and carriers in the state of Wisconsin and as such is trusted by these partners to deliver well trained, safe drivers to these organizations, 160 Driving Academy students have numerous opportunities for employment and tuition underwriting / reimbursement. Our students typically identify the 160 Driving Academy either through the internet, referrals from trucking companies or state employment agencies. We are highly differentiated from our competitors as: 1) we mandate 160 hours of training, 2) we work closely with students to provide job placement and tuition underwriting assistance 3) hire and maintain the highest quality instructors 4) recognized as a highly professional organization.



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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.

Our leadership team is a diverse set of leaders from various industries including Teach for America, the trucking industry, technologists and leaders from other vocational institutions. We continue to invest heavily in the latest learning technologies and reinforcement systems. While we have well-trained and experienced instructors from the trucking industry, our leadership team has 1) deep experience running large and complex organization, 2) leading educational and social-service organizations 3) investing in and managing other start-up organizations. As a company, we are a "learning organization" where any of our team members can contribute ideas for improving our school, processes or student experience. The 160 Driving Academy does not have an advisory board.

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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.

**Strengths:**

- 1) Outstanding trucking company relationships - 160 Driving Academy maintains outstanding relationships with top shippers and carriers in the State of Wisconsin trucking companies (Goal - train and deliver over 200 trained Wisconsin resident students in 2019 .
- 2) Use of technology to improve student performance - 160 Driving Academy leverages advanced technologies to continuously improve its operations and student experiences (Goal - Continue to innovate new technologies to better enhance student experience and training experience).
- 3) Job Creation - 160 Driving Academy create over 7,500 jobs for the trucking industry during CY2019 12 months.

**Opportunities:**

- 1) Identify new sources of students who are interested in truck driving careers (Goal - Identify 3 additional Wisconsin agencies for student referral activities in 2019.
- 2) Hire 3 additional instructors given the Company's growth in Wisconsin (Goal - identify 5 new instructors and hire 3 of them).
- 3) Work with the State of Wisconsin legislators to educate them on 160's job creation program (Goal - meet and present 160's driver training and student referral program to local and state government agencies - including ).

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

##### Weaknesses:

1) Company infrastructure - Continue to recruit and hire key leadership talent as 160 continues to expand into Wisconsin (Goal - identify and hire 2 additional leadership team members in next 12 months to support the Company's evolving leadership and expansion needs).

##### Threats: (no metrics or goals possible)

1) Economic downturn - There is risk that US GDP can contract and if a trade war persists globally the need for truck drivers will decline.

2) Competition - Other competitors may enter the Wisconsin marketplace.

3) Student desire to become truck drivers - Depending on the pay of other vocations (eg home building or welding) there may not be adequate demand for truck driver training in various areas across Wisconsin.

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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.

160 will continue to expand into other states where we believe truck driver training are either non-existent or underserving the local population. In 24 months, we will likely have a total of 65 CDL schools across our system and train 12,500 students annually.

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### III. SUBMISSION

*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:  
Steve Gold

Date:  
September 18, 2018

# INSTITUTIONAL SYSTEMS

