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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:   OnCourse Learning Corporation dba American Home Inspectors Training |

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| **II. PLANNING ELEMENTS** | |
| **A. MISSION.** Describe your school’s mission and vision, which identifies its purpose and its core values.   AHIT's mission is to train and provide ongoing support to individuals to enable them to start and operate their own successful home inspection business or to be a significant contributor in an established home inspection company. Our step-by-step training, coupled with our marketing and technical support services, deliver immediately applicable business methodologies to perpetuate the growth and continual development of your home inspection business. We strive to assist our students in realizing their full potential in the home inspection industry by providing you straightforward, honest and helpful guidance with respect and accountability to your needs. Our Company’s values include purposeful service, innovative offerings, challenging work, personal achievement, value creation, respectful interaction and rewarding work | |
| **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.  Our school trains individuals to be successful home inspectors. There are no prerequisites for home inspection training courses. AHIT students often come from the trades (contractors, remodelers, roofers, electricians, etc), but we also serve firefighters, military personnel, teachers, retirees, and so on. Many of these people are loking for a career change or a second career for supplemental income. Our customers vary in age, education, and background.  Prospective students are aware of AHIT's presence by our (www.ahit.com) and activity on social media. In addition we are active at trade shows.  There are several other home inspection training providers, however AHIT views itself as different because of the intensive live training we offer to students. | |
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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.  AHIIT is a school withing OnCourse Learning Corporation. Managed by an executive vice president, AHIT is comprised of a team of dedicated admissions, school administration, product management, instruction, compliance, and customer service personnel. Each department works together to best serve our students by delivering a first-rate product with exceptional instructors and learning platform. We regularly evaluate our instruction and courses to ensure best practices. | |
| **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.  Please see attached. | |
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| **D. SWOT ANALYSIS** *(continued*) | |
| **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.  In 5 years from now, AHIT will remain as the largest home inspection training provider in the country. We increase the use of technological features in our online course to improve teaching with a more interative distance learning experience for our students. Finally, our completion rates for on our online and blended courses will increase, despite the fact that WI does not require education as a requirement for licensure. | |
| **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:  Brett Shively | Date:  8/23/2018 |

**Institutional Systems**

Institutional

Planning

Interview / Enrollment

Fiscal Analysis & Planning

Advertising / Recruitment

Facilities Planning

**Mission**

**Values**

**Goals**

Curriculum Development, Delivery & Evaluation

Program Evaluation

Graduates and Employers

Staff & Instructor Selection

Student Services

Professional Development & Evaluation