

# INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)  
Form EAB 2.04 (New 2/09)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
30 W. MIFFLIN STREET, 9<sup>TH</sup> FLOOR  
MADISON, WI 53703  
(608) 266-1996

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 an institutional plan during the annual renewal process. Although similar to a strategic or business plan, the institutional plan schools must submit 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 in the institutional plan. Institutional plans must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

**Animal Behavior College, Inc.**

## II. INSTITUTIONAL PLAN ELEMENTS

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

See attached Exhibit A.

**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.

See attached Exhibit B.

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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.

See attached Exhibit C.

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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.

See attached Exhibit D.

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

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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.

See attached Exhibit E.

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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.*

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Signature of Authorized School Official:

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Print or Type Name and Title:

Alyssa Bennett, Compliance Officer

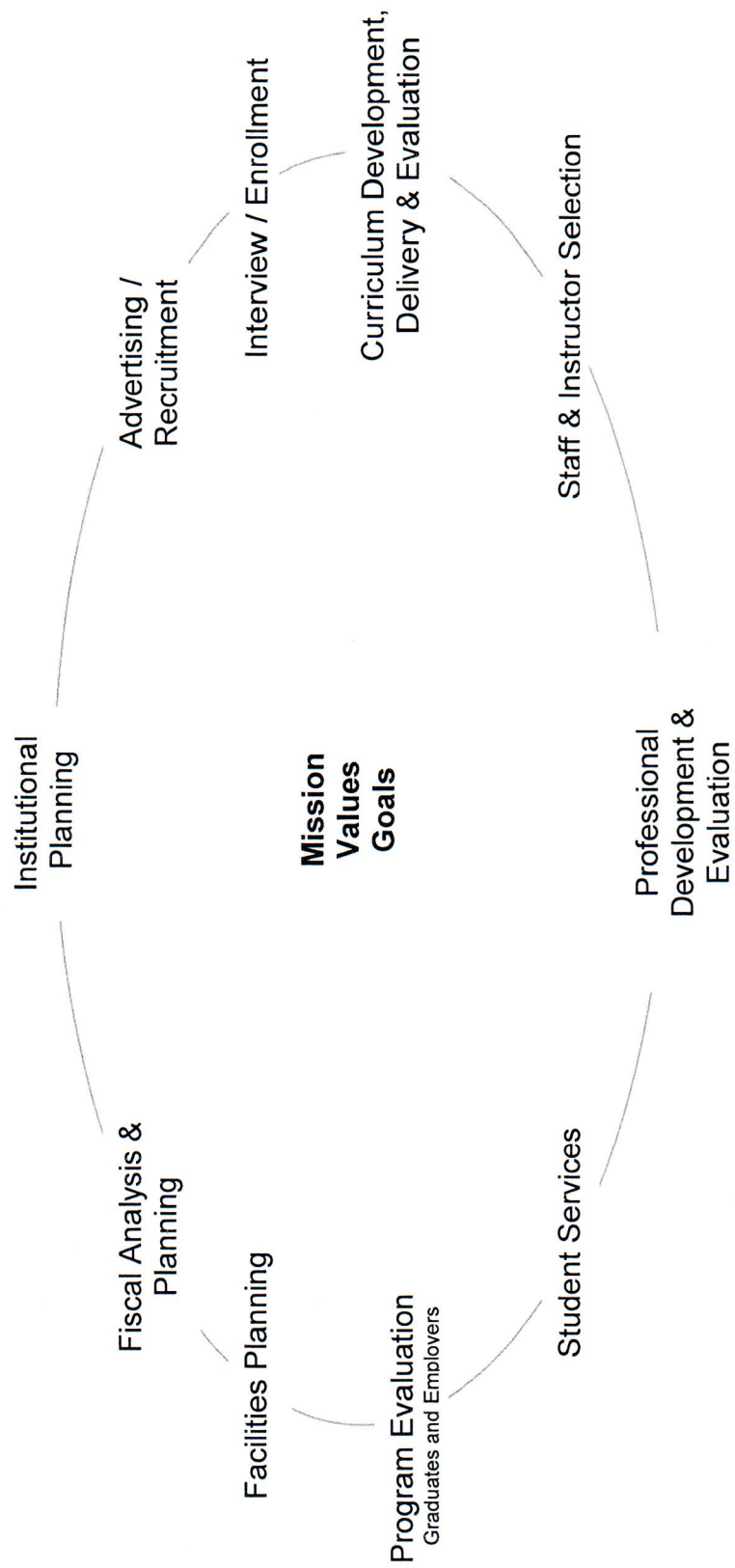
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Date:

August 25, 2015

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## INSTITUTIONAL SYSTEMS





## **Exhibit A - Mission**

Animal Behavior College's (ABC's) goal is to provide quality training.

To help accomplish our mission, ABC focuses on the following:

- To provide quality instruction and professional preparation of students by a faculty with extensive knowledge, skill, and concern for student achievement and success.
- To provide outstanding material and support to the students.
- To assist graduates in finding suitable employment.
- To provide hands-on instruction to ensure the applicability of the skills taught to present business needs and requirements.
- To provide outstanding facilities, equipment and surroundings to ensure a high quality learning environment.

Animal Behavior College recognizes the worth and dignity of all people and is sensitive to the cultural and ethnic diversity of the student population. Each student is encouraged to reach their potential within the framework of their individual needs, interests, and capacities.

Animal Behavior College employs instructional methods based on adult learning theory focusing on preparing graduates for vocational success. Theoretical knowledge and applied skills are emphasized and provided through a variety of teaching techniques. Instruction may include notes, self-study material, audiotapes, videotapes, lecture, group discussion, externship, demonstrations, and guest speakers. All Animal Behavior College programs require active student participation and tasks that accomplish the learning objectives. Instruction is provided by a combination of self-study and hands on training. ABC provides self-study material, and may also include audio-visual material.

Animal Behavior College believes one of the important goals of education is to encourage self-esteem and to provide services supportive of students' efforts to succeed academically and attain the attitudes and beliefs necessary for career success. These services include individual advising, academic tutoring, assistance in locating needed social services, study skills, and various personal growth workshops.

Animal Behavior College recognizes that it has an obligation to assist students in obtaining employment following graduation and provides this service through its Placement Department. Graduates are expected to assume responsibility for their own career success by participating in classes, workshops, and advisory sessions that teach and guide them through the process of securing and maintaining employment in the community.

Career development and job placement assistance offered by ABC are intended to be the foundations upon which our graduates build success.

Animal Behavior College is dedicated to serving its students by providing them with skills and knowledge that lead to greater success in both their personal and professional lives.

## Exhibit B – Market

Animal Behavior College, Inc. (ABC) and our subsidiaries have been working with animal lovers for decades. We are a nationwide vocational school devoted to helping animal lovers succeed in the rewarding animal careers they dream of. With programs of study specializing in the pet industry, ABC has become the industry leader in animal care courses. We often say we are in the business of *helping people help animals*.

Animal Behavior College was founded to elevate the standards of the dog instructing profession, to aid both dog and human in the solution of the many problems associated with dog ownership, and to endorse competent instructors as having attained the skills and knowledge necessary to serve those ends.

Additionally, ABC provides high quality educational animal career programs to students throughout North America who are interested in the training that vet assistant schools and grooming programs offer. Our Certified Veterinary Assistant Training Program and Certified Grooming Instruction Program are perfect for the individual wishing to have a better understanding of animals and to pursue a career in their caretaking.

ABC is owned and operated by avid animal experts and enthusiasts who are trained and eager to assist student in pursuing their dream career. Our friendly, helpful staff members are dedicated to animals and their well-being.

Our students are animal lovers desiring a rewarding career that makes a difference. Students are attracted to our program due to our reputation, program quality and flexible program hours. Potential students learn about our program through the internet, print advertising, television and trade shows. Our programs are different from Penn Foster's in that we are specialists in the animal industry and offer hands on training to our students.



## **Exhibit C – Management**

Debbie Kendrick – Associate Director/VP – has received her Certificate of Authorization for Service #COAFS-06-385563 Exp 9/11/09 as an instructor from BPPVE. Has extensive experience with dog training and is a Dog Obedience Instructor herself. She has worked as National Training Manager for ABTA for 6 years and has won 'Top Dog' award at Southern California Dog Obedience Trials in 1978. Dog Obedience Group and School, Board Member 1979-80. Ms Kendrick is the supervisor of the school's academic program.

Julie Beller – Lead Program Manager – has received her Certificate of Authorization for Service COAFS-04-374408 as an instructor from BPPVE. Ms. Beller has over ten years of professional dog training experience and continues to teach group classes and private lessons in addition to her numerous duties as an Instructor for Animal Behavior College.

Angela DeLuca – Program Manager – has received her Certificate of Authorization for Service #COAFS-06-384409 Exp 5/18/09 an instructor to BPPVE. Ms. DeLuca started her dog training experience as a Dog Training Specialist for Petco in February of 2001. She joined Animal Behavior College in February 2002 and completed the Dog Training Instructor program. At ABC Ms. DeLuca has worked in Employee Relations, Externship Coordinator, Program Manager Assistant, Mentor Trainer, Dog Obedience Trainer and Program Manager.

Azure Fike – Program Manager - has received her Certificate of Authorization for Service COAFS-07-387604 Exp 1/18/10 as an instructor from BPPVE. Ms Fike experience and education includes the following: Animal Behavior College; teaches students how to build proper canine/human relationships. They create relationships built on positive interaction and consistency, deter future unwanted behavior problems, aiding in faster learning and solving some existing behavioral challenges, Wild Animal Seminar at Hollywood Animals. Moorpark Community College. Avian and Reptilian Care course, College Of The Canyons Major: Zoology, Dolphin Interaction Program at SeaWorld, College Of The Canyons Animal Care Course and College Of The Canyons Minor: Communications Ms. Fike has worked at the Saugus Animal Hospital as a receptionist, ABC as an Externship Coordinator.

Josh Sunga – Program Manager – Mr. Sunga has three years of professional dog training experience and teaches group classes and private lessons in addition to his numerous duties as an Instructor for Animal Behavior College. In 2007 Mr. Sunga completed the ABC Dog Obedience Instructor program while employed by ABC.

Penny Ann Francis Derbyshire, RVT - Program Manager - She is a licensed veterinary technician with an Associates Degree in Veterinary Technology. She has been working in the field of veterinary medicine for over 28 years and is a Program Manager for the ABC Veterinary Assistant Training Program

Ashlie Nicole Herring, RVT - Program Manager - She is a licensed veterinary technician with an Associates Degree in Veterinary Technology. She has been working in the field of veterinary medicine for about 10 years and is a Program Manager for the ABC Veterinary Assistant Training Program.



Michelle Metzger, RVT - Program Manager - She is a licensed veterinary technician with an Associates Degree in Veterinary Technology. She has been working in the field of veterinary medicine for 17 years and is a Program Manager for the ABC Veterinary Assistant Training Program.

CeCe Koplin – Program Manager – An experienced groomer with over 5 years of professional grooming experience, including therapeutic touch grooming and grooming for special needs pets. She previously owned her own grooming salon, A Dog's Life Grooming Salon & Spa, which was voted the best grooming shop in Santa Clarita, CA in 2006.

Externship Coordinators are an important part of the educational process as they handle the contact between the mentor trainer and the student. These individuals do not require a state certification as they act in a coordinating capacity and not a direct in an instructional capacity.

The student is introduced to the Program Manager who will guide the student through the balance of the training program. The Program Manager is the instructor for the program and sends the student a welcome letter describing the various ways and means the course works including the requirements for completing the various stages and taking the exams.

The Program Manager is contact with the student by phone or email at each stage of the program and keeps in regular contact to help the student complete successfully the particular stage the student is working on. For every student, each conversation or email is keep in a log as part of the student's record. Written and mailed communication also takes place when the student is behind or stops responding with their training schedule. Letters are mailed to redirect the student on how they can get back on track with their program.

Each student is responsible for completing each stage of the program and may at any time call or email the Program Manager to discuss any item that is confusing or unclear. When the student returns a stage exam, the Program Manager grades the exam and explains the items that are wrong. The Program Manager sends the student a grade sheet showing the grade the student received for the stage they just completed.

Students may be suspended or terminated by an ABC Program Manager for any of the following reasons: Excessive late or missing work products; failure to maintain satisfactory academic progress; failure to comply with probationary conditions; cheating; conduct that reflects poorly upon the College or staff; failure to meet financial obligations; possession of drugs, alcohol, or weapons on externship premises; behavior creating a safety hazard to other persons at the Externship; or any other determined infraction of conduct.

Students who feel they have been suspended or terminated unjustly may appeal in writing to the Vice President. Appeals must be submitted within five (5) days from the date of suspension or termination. Send appeals to Vice President, Animal Behavior College, 9249 Reseda Blvd. Suite 106 Northridge, CA 91324.



Termination letters are sent to the student by US Mail certified return receipt. The date of termination is the date the letter is sent and this date is used in determining the student's refund.

To summarize how the student receives information we start with the initial interview by the Admissions Counselor. Second, the student is sent or given the location of the school catalog online. The catalog goes into great detail explaining the various aspects of the school, its policies and procedures. The student receives a copy of the Enrollment Agreement which provides much of the same information as the catalog. Finally, the student may at any time contact the Program Manager or any other member of Animal Behavior College's staff to enquire about any policy or action. In addition, the school has a formal system of recording student questions and the answers given to the student as part of the student's records. If the student disagrees with the school on any action taken, the student has the right to file a grievance to the school administration and for Wisconsin residents they may also contact the Educational Approval Board for a solution.

## **Exhibit D – SWOT Analysis**

Based on our strengths and weaknesses outlined in our most recent SWOT analysis, our goals are to:

1. expand our programs offerings,
2. offer continuing education programs, and
3. consider expansion of our corporate offices.

Additionally, our goals for our opportunities/threats are to:

1. expand finance options,
2. research CEU opportunities, and
3. research accreditation.

Expanding our programs will enable us to assist more and more individuals with their goal of a rewarding career. Our next program will be launched in early 2013. Specialists in the program area will be consulted to make sure this new program is thorough and comprehensive and contains all of the valuable information required to obtain employment in the specific field.

Continuing education is a vital portion of animal related careers. In order for our graduates to expand their business offerings, specialized training is needed. We will offer continuing education programs to our graduates to assist them with this goal. Our next continuing education program will be launched in late 2010. This program was created based upon the suggestions of our alumni members. Once launched, we will continue to gain their feedback as to additional material they would like to see included in the program, as well as programs they would like ABC to offer.

As we continue to expand our program offerings, additional staff will be needed to assist our ever increasing student body. To that end, expansion of our corporate offices may be needed. In 2011, we will analyze our current infrastructure to determine whether a corporate relocation is desired. Options in our current building as well as new buildings will be considered. Additionally, we will take the future expansion of the company in mind as well to minimize the need for additional relocation. Lastly, we will strive to maintain our current work environment in any new facility.

It is becoming more and more difficult for our students to obtain educational loans. To assist them, we will explore other finance options as well as the possibility of offering an in house program. Available options will be reviewed and implemented as early as the end of 2010. We will monitor the participation rate of students to determine if this rate is increasing due to our expanded options.

Continuing education units may be required for our graduates to maintain their certification. To assist them, we will develop our continuing education programs to meet the guidelines for these units. Research into these guidelines will begin in early 2011 and once determined, we will analyze our new continuing education programs to insure qualifications are met. Additionally, certification specialists will be consulted to review our programs and confirm graduates will be able to use the units obtained from our program toward their certification.



As Animal Behavior College continues to grow, so will our desire to fall under the category of an accredited educational institution. Beginning in 2011, accreditation options will be researched. Our first step will be to determine which accrediting body we should pursue our accreditation through. Accreditation specialists will be consulted to assist in our decision as well as to assist with the application itself when the time comes.

## **Exhibit E – Future Think**

Animal Behavior College will be an industry leader in vocational and adult education whose practical, high quality programs and certifications are known and respected by students, graduates, and the public at large.

The Animal Behavior College brand name will be synonymous with a high quality learning experience.

Our certified graduates will be known for their in-depth knowledge, their focus on safety, their advanced techniques, and their ongoing commitment to continuing education.

Our employees will maintain the industry's highest level of professionalism and integrity – not only exceeding industry standards, but the standards of our customers as well.

Our work environment will be positive, fun, energetic, supportive, respectful, and disciplined to ensure employees have the opportunity to achieve their career goals while positively contributing to the success of Animal Behavior College.

The practice of continuous improvement in daily work will guide all our operational activities toward maximization of effectiveness and efficiency in all we do.