

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 8366
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The Educational Approval Program (EAP) 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 EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and 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 EAP 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:

Argosy University

II. PLANNING ELEMENTS

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

At Argosy University, our passion is teaching and learning. We develop professional competence, provide opportunity for personal growth, and foster interpersonal effectiveness. Students succeed because our university community engages and supports them.

Vision

- Offer programs that are in demand with a focus on undergraduate growth
- Enhance our position as a traditional/nontraditional institution, leveraging the positive impact of graduate programs
- Position service excellence as a competitive advantage
- Build value
- Drive efficiencies, consistency and compliance via centralization

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.

Argosy University develops and provides distinctive, innovative, and high-quality higher education and professional service programs at all levels to prepare individuals for careers to serve the needs of an evolving global community.

Argosy University provides certificate and continuing education programs to assist professionals in developing and enhancing their knowledge bases and skills.

Argosy University provides access through its services and programs to students of any social, geographic, and cultural background, and strives to prepare them to work with and provide services to diverse populations.

Argosy University seeks to provide wide access to its educational programs through a variety of delivery systems in geographical areas where demonstrated needs exist for its services and products.

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.

Please see attached organizational chart

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

Quality and credibility in Psychology vertical

Spectrum of degree level offerings

Full service support model – academic readiness to career

Established resources on campus and online

Highly credentialed, professional faculty who consistently receive high satisfaction ratings in Noel Levitz

Weaknesses

Lack of strong brand nationally and in local markets, specifically in non-Psychology programs

Lack of clear differentiation in non-Psychology program offerings

New student declines over the last few years resulting in declines in students

Current challenges with website optimization

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

Refining program portfolio

Forming strategic partnerships with other education providers

Embrace diversity of learners

Accepting alternative confirmation of competency and transfer of credit to aid in shortening time to degree and overall indebtedness

Extending presence in the Health Sciences vertical through launch of Bachelors of Nursing

Threats

Growing competition from other higher education institutions

Competitors have better resourced PR/branding and established media relationships

New entrants into the education market by non-Universities but rather corporate entities

Changing perception of the value of higher education

E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Reestablish a leadership position in strategic growth areas for Argosy: Psychology, Counseling and Practitioner-focused graduate programs

Offer select, high-value Undergraduate programs aligned with our graduate focus

Extend our offerings in the Health Care vertical

Build a Culture that engages our faculty and staff to support our students

Enhance national and local reputation through Brand Identity with Community relationships-build marketing strategies

Create an exceptional Student Experience through the support model and delivery of a quality academic program

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:

Leanne Wruck

Date:

August 30, 2018

INSTITUTIONAL SYSTEMS

