

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:

The Art Institute of Pittsburgh

II. PLANNING ELEMENTS

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

Mission: To provide an education in design, media arts and culinary that prepares students for individual and professional success.

Vision: The Art Institute of Pittsburgh's vision is to be a leading educator in career focused art and design.

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.

Nature of the Business: The Art Institute of Pittsburgh has a robust 96 year history as a for-profit, commercial arts institution. In 2017 the institution converted to a non-profit institution, while remaining consistent with the mission of providing distinctive creative and collegiate education. Over the years the college has transformed into a bachelor's-level college with a campus in downtown Pittsburgh, Pennsylvania and a robust distance education. The college offers Bachelor of Science degrees, Associate of Science degrees, diplomas and certificates, and distance education programs.

Customer Base: The institution supports the education of students at all levels through a variety of initiatives. The existing customer base for AiP is detailed in Appendix XX. This data allows AiP to focus its efforts on potential customers that are most likely to enroll. Through a website and marketing services, potential students are made aware of the educational offerings. For AiP are listed

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.

On January 19, 2018, The Art Institute of Pittsburgh was acquired by Dream Center Education Holdings (DCEH), a subsidiary of the Dream center Foundation, a California 501c(3) non-profit Foundation.

DCEH's primary role is to provide executive planning, financial, and management support to AiP in coordination with its Board of Trustees and the administration staff. In addition, DCEH oversees development, grant-requesting functions, and coordinate of non-profit activity for the institution.

AiP continues to be governed by an independent Board of Trustees in accordance with its established bylaws. The Board of Trustees are responsible for periodically reviewing and updating the institutional mission, adopting policies and procedures to achieve the mission, ensuring budget and financial control, establishing broad institutional policies, securing financial resources to adequately support the goals of institution, selecting and evaluating the President, and providing continuity to the institution. The current Ai Pittsburgh Board of Trustees is composed of five members who provide a wide breadth of experience that is beneficial to the institution.

The institutional leadership and advisory boards are included as Appendix 1.

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

- Faculty
- Curriculum
- Institutional Effectiveness
- Plus Students
- Faculty development and training

Weaknesses

- Student enrollment
- Staff/faculty concerns of job security
- Student retention
- Technology for staff/faculty

Opportunities

- Publicize and market our alumni success stories
- More staff development and training
- Strategic collaboration with other Art Institutes and The Center
- New programs

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

- Regulatory Environment
- Public Perception

Goals and Objectives

1. Assure achievement of programmatic outcomes and portfolio requirements.
2. Explore ways to adjust current classrooms environments so that they are conducive to different teaching styles.
3. Increase student awareness of campus resources
4. Improve Academic Advising outreach.
5. Maintain or improve retention rates.
6. Identify and establish partnerships with businesses and non-profits

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

While the campus community cannot anticipate all changes that may occur with the change in ownership there are several that can be anticipated. The shift to nonprofit status means a shift away from the stigma of a for-profit institution, as well as the scrutiny and political debate over them. All funds generated by the school will be reinvested back into the institution in the form of services and aid for students. Nonprofit status allows the school to directly offer faculty, staff and alumni the opportunity to contribute to scholarship funds and other programs benefitting students and out community.

With this in mind, the campus is looking to improve accessibility to its programs; lower the costs of its programs; and increase its footprint in the community by developing relationships with other non-profit agencies.

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:

ELDEN MONORY INTERIM PRESIDENT

Date:

9-10-19

INSTITUTIONAL SYSTEMS

