

# 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:

At-Home Professions

## II. PLANNING ELEMENTS

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

At-Home Professions' mission is to offer high quality and excellent value in distance learning. AHP is committed to training people through career-oriented courses that provide well-developed, step-by-step theoretical skill training. Our administration, faculty and staff are dedicated to supporting our students through exceptional service.

AHP has established Guiding Principles to guide our school and employees in their daily work and decision making. These principles include: The decision or action is fair to our students and fair to our employees; We would be proud to have a friend or family member as one of our students; We will exceed our student's expectations; The decision or action keeps us focused on what we do best; We have the resources, or have a way to obtain them, for the project; The decision or action can be researched, tested, verified and or quantified; We can do it as well, if not better than, our competitors; This decision moves us toward our profit goals without compromising our service; We have taken into consideration the effect of this decision on our employees; This will help us "teach People to Change Their Lives."

**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.

AHP offers vocational distance education. Students and prospective students come from a variety of backgrounds. The primary market is a female, ages 25-40, who stays at home to raise her family. In addition, AHP attracts students looking for retirement income, military spouses who need portable training, career-retraining workers, people who need an additional income and various other backgrounds.

AHP uses one-hour seminars which inform customers about the school. The school places print ads in local and weekly publications to invite prospective students to a free, one-hour seminar. The ads are "call to action" ads that invite prospective students to a seminar on a particular night at a specific hotel. The presentation is conducted by a state-licensed sales agent. The prospective student does not need to contact the school prior to attending the seminar.

AHP's primary competitors are nationwide distance education schools. None of these competitors provide free information seminars conducted by state-licensed sales agents.

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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.

The management team consists of qualified professionals in the areas required to successfully operate the school: instruction, curriculum, finance, human resources, compliance, student support services, marketing, information technology and warehousing.

Each year AHP's Executive Management Team establishes three-year goals. These goals 'evergreen' each year, dropping the year that is expiring and adding the upcoming Year Three. The management team then works to fine tune the upcoming year's goals into measurable objectives, supported by the strategies to achieve these objectives. The result is referred to internally as Strategic Objectives. Once the objectives are finalized, management prepares a budget that supports the achievement of the strategic objectives.

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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. Longevity/history: AHP has 35 years of experience in adult education. This history gives AHP a unique advantage in understanding its students and ability to develop curriculum that bridges the gap between the school and the student. Plan: Continue to build on experience of employees; continue to provide internal and external training opportunities.
2. Accreditation: Through DEAC accreditation, AHP's students are assured that AHP meets education and business standards that support the student's education. Through relationships with the DEAC, AHP is able to network, learn and enhance its operations. Plan: Janet Perry now serves on the DEAC Standards Committee.
3. Curriculum development: AHP has a strong curriculum development process and team to ensure that courses are up-to-date with industry standards through project managers, subject matter experts (SMEs), writers, faculty/instructors and Advisory Council reviews. Plan: Continue to fine tune processes and enhance learning.

#### Weaknesses

1. Phone system not meeting needs. Plan: Upgrade to a more efficient system.
2. Internal procedure documentation. Plan: Continue to review all internal policies and procedures to ensure they are well-documented and current.
3. Employee training/growth. Plan: Promote policies already in place for employees to continue their own education.

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

1. Improve student retention through better identification of at-risk students. Plan: Evaluate statistical and demographic information to determine at-risk students and develop intervention plans accordingly. 2018 update: AHP continues to evaluate and test intervention plans.
2. Create more robust referral program for current students. Plan: Management to develop and test new ideas.
3. Strategic corporate partnerships. Plan: Marketing will continue to seek and develop relationships with appropriate businesses.

**Threats**

1. Immense amount of paperwork, regulations and requirements for compliance. Plan: Create compliance module to electronically manage and store compliance documents, calendar deadlines, etc. Status 2018: In process.
2. Feedback from graduates. Plan: Continue to monitor new procedures aimed at increasing the data/feedback received from our graduates.

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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.

AHP continually maintains a strategic plan and is able to adapt to any decline in enrollments while maintaining long-term quality in its services and curriculum. In five years, AHP will continue to be a leader in affordable, quality education. AHP will continue to operate efficiently, effectively and with the ultimate goal of teaching students "to change their lives" through education.

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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:  
Jennifer Briggie, Compliance Officer

Date:  
8/28/2018

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## INSTITUTIONAL SYSTEMS

