

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:

Diesel Truck Driver Training School, Inc.

II. PLANNING ELEMENTS

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

This mission statement is part of our catalog: The mission of the Diesel Truck Driver Training School, Inc. is to be recognized as a leader in vocational education by providing a well-designed, up-to-date training program taught by instructors who are experienced and knowledgeable in the field of truck driving. The instruction/management team provides leadership in establishing a curriculum which is aligned with new regulations and trends in the industry. School staff is dedicated to assisting students and graduates in achieving their career goals of obtaining employment as truck drivers.

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.

We train people for careers in professional truck driving. Our potential customers are generally people looking to change careers or establish themselves in a career. Our student body 90% male and 80% are over 25 years of age. They are mature individuals looking for short term training and quick entry into another occupation. Many are laid off from other types of employment. Careers in truck driving offer ease of entry, reasonable income potential, and security for the future.

We have competition from the state vocational schools and other private schools, but we offer a competitive alternative. We also have competition from employers who offer training but who also require employment contracts. Our graduates have the freedom to select employers who meet their needs and we maintain a list of hundreds of employers.

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.

Few changes: Jerry Klabacka, President is responsible for major business and financial decisions and for day to day operations. School management, John Klabacka, Jerry Klabacka, and Michael Klabacka conduct weekly meetings to discuss policy formulation and implementation. The major functions of the School operate under a written set of policies and procedures. Policies are developed through staff meetings, Advisory Committee meetings, and through management's evaluation of current policies, student critiques, placement rates, industry feedback, and educational community information. Policies and procedures are implemented through written correspondence and disseminated to all relevant parties.

Staff:

Administration and financial assistance: Kristie Hull (Employed since 1992)

Admissions: Jeremy Wood (Employed since 2007)

Human Resources: Barb Severeide (Employed since 2007)

Registrar: Jessica Jacobson (Employed since 2004)

Employment Assistance: Peter Klapperich (Employed since 2004)

Training: Bill Wisecup, Training Director (Employed since 1986)

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

(a.) Personnel Management- We have long term employees.

(b.) Quality Control

(c.) Student Satisfaction

Goals:

- (a.) Enhance continuing education of personnel. (b.) Enhance relationships with industry to improve curriculum methods and subject matter. (c.) Improve our training fleet and training materials. (d.) Improve availability of our training for people without the financial means to take school by expanding our financing program for potential students.

UPDATE (a): Enhance Continuing education of personnel: We had regular instructor meetings over the past year on subjects such as: 1.) Safety: students wearing safety vests, three point exiting and entering trucks and signs for trucks, importance of following established routes that provide the type of training experience our students need; 2.) The importance of consistency in the program. 3.) Instructional procedures in the vehicles with regards to safe operation; the does and don't of student's behavior with regard to other students, and, safety items and incidents which require to be written up and be reported to management for corrective action.

D. SWOT ANALYSIS *(continued)*

UPDATE (b) Enhancing relationships with industry: This goal does not change much from year to year. We presently have many employers taking applications at the school from students who meet their qualifications. In addition, our potential employer database has hundreds of other employers who employ our graduates. Students are instructed on how to access this database.

UPDATE (c) Improve availability of our training for people without the financial means to attend school by expanding our financing program for potential students.

This allows more students to pursue professional driving as a career. We offer classroom presentations about the transportation industry and we provide instruction to help people with to take and pass the CDL permit tests.

Weaknesses:

(a.) Expansion Potential (b.) Marketing

UPDATE (a.) Expansion potential: One area we have been trying to develop is expanding our services and market share outside of Wisconsin. Given the amount of competition in our type of training this has been increasingly difficult. (b.) Marketing effectiveness requires constant effort to improve our contact and administration of interested people. Evaluation of advertising effectiveness and efficiency is an ongoing effort.

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

We have been at this location for 50 years and do not anticipate any major changes other than improvements in our marketing, our training fleet and the delivery of our curriculum and training.

We will continue to keep our curriculum relevant with any industry changes.

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:
Jerry Klabacka

Date:
8/29/2018