

INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)
Form EAB 1.10 (Rev. 11/15)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL BOARD
431 CHARMANY DRIVE, SUITE 102
MADISON, WI 53719
(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 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:

Eagle Training Services/Eagle Truck Driver School

II. PLANNING ELEMENTS

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

Eagle Training Services Inc. is dedicated to the success of every one of our student drivers. We believe in giving all the attention and direction that is needed in order to develop skill in the classroom, in the yard and on the road. We are committed to the policy that all persons shall have equal access to our programs, facilities and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, veteran status or sexual orientation.

Our Philosophy and Goals:

Our philosophy is not to just help a student pass the CDL test, our goal is to give the student the skills, habits and knowledge that will change the student's future.

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.

People wishing to obtain their CDL A License. People are motivated to attend our school to obtain employment in the trucking industry. Customers know we are in business through word of mouth of graduated students and referrals through trucking companies. Our competitors are Kotra CDL Driving School, and 160 Driving Academy.

Our philosophy is to forage relationships with public education, we currently provide CDL A Training for Gateway Technical, Harper College, College of Lake County, and McHenry County College.

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.

Each of our locations has a experienced Location Manager who leads his team of instructors. The schools has a Director of Student Services to assist students with any concerns. Ownership is an contact with all management on a daily basis and is available to any student requesting a meeting.

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.

Our strengths are that we teach a very professional program and that we educate our students for the industry and help with employment, additionally we follow up with our students to see if there is any additional help we can offer them and to see if they are still employed.

One of our weaknesses are that we would like to be able to offer more local jobs to the WI area and we are currently working with a few companies in the area to provide that to our students.

*UPDATE: We have been in contact with several local companies, and are having them come and visit with our students on a weekly basis. Some of those companies are Gypsum Express, Inc., Kix-Kutzler, Inc, and Lazer Spot. We are seeing a rise in local job opportunities being offered to our student graduates this past year alone.

We strive to be the premier provider for CDL training for technical and public education.

D. SWOT ANALYSIS *(continued)*

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.

In 5 years we hope to be the Premier Provider in partnership with Technical and Community Colleges for CDL Training.

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:

Jeffrey Clark Managing Partner

Date:

9-20-18

INSTITUTIONAL SYSTEMS

