

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:

Brightwood Career Institute

II. PLANNING ELEMENTS

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

The mission of Brightwood Career Institute is to prepare individuals to advance and succeed in their careers. Brightwood assists students attain and maintain industry-recognized licensures, certifications, and designations.

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.

Brightwood Career Institute's courses are designed to provide courses specific to the respective industries. Our customers are individuals who are seeking to learn more about a specific industry. Brightwood uses a variety of advertising methods to ensure individuals are aware of Brightwood's offerings. These advertising methods include our website, email blasts, direct marketing and referrals. Brightwood strives to set ourselves apart by putting the student first and offering services at a competitive price.

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.

Brightwood Career Institute's management team constantly keeps a pulse on trends within the industry to ensure issues are reviewed and addressed in a timely manner. In addition, Brightwood's content teams have many years of experience in developing course content in the respective industry. The vast amount of experience combined with Brightwood's management team, ensures Brightwood is in a position to assist individuals achieve their personal learning goals.

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/weaknesses: Brightwood Career Institute's management team and the experience of the content team provide Brightwood with an edge in the market place and make it possible for Brightwood to provide our customers with quality products and a quality student experience. Specific objectives and goals include making sure all content is current and relative to the industry. As information changes, updates to the materials are completed in a timely manner. When there is not enough time to physically update manuals, the pertinent information is provided for students via errata updates. In regards to measurement, the feedback we receive from students is a solid indication that we are reaching our objectives. In regards to weaknesses, an area that Brightwood is striving to improve in is the area of efficiency. To accomplish this we are consistently evaluating our programs and processes and implementing/revising them where applicable.

Opportunities/threats: Opportunities include increasing Brightwood's share in the marketplace as an education provider for individuals. Our goal is to accomplish this by continuing to provide the type of quality service and products that will separate us from our competitors. While we feel this is an excellent opportunity for Brightwood, we also recognize that our competitors likely have the very same objective. This fact strongly emphasizes the importance of making sure we continue to meet our objectives of providing quality products and service, while at the same time maintaining our competitiveness in the market place. In regards to threats, perhaps the key threat is the possibility of another financial crisis in the nation's economy. As was shown with the last financial downturn, this type of financial drom affects multiple industries, including education providers. While Brightwood

D. SWOT ANALYSIS *(continued)*

cannot prevent financial downturns from occurring, we have learned from past downturns and have put processes and programs in place, and continue to do so, to help us become as efficient as possible in the event that these types of industry changes should occur.

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.

Brightwood Career Institute's goal is to continue with our current Mission by continuing to provide quality products and service at a competitive price, all while putting the student first. To accomplish this, Brightwood will be continually and consistently evaluating all areas of business operations. This will help place us in an excellent position to make changes and adjustments where applicable, which in turn should assist us in being solidly positioned in the market place both now and in the future.

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:
Lisa Goyette, Regulatory Filing & Reporting Sr. Manager

Date:
09/11/18

INSTITUTIONAL SYSTEMS

