

INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)
Form EAB 2.04 (New 2/09)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL BOARD
30 W. MIFFLIN STREET, 9TH FLOOR
MADISON, WI 53703
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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 an institutional plan during the annual renewal process. Although similar to a strategic or business plan, the institutional plan schools must submit 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 in the institutional plan. Institutional plans must address the five elements identified below and provide the information requested.

I. SCHOOL INFORMATION

Name of School:

Kotra CDL Driving School

II. INSTITUTIONAL PLAN ELEMENTS

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

Kotra CDL Driving School goal is providing quality education and training to prepare drivers to be not only skillful and knowledgeable in the trucking industry, but also safe and responsible. To make sure that safety becomes the primary objective for those entrusted with operating the biggest and heaviest vehicles in the nation's highway transportation system.

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.

Kotra CDL Driving School trains individuals to obtain their Class A Commercial Driver's License from the State of Wisconsin. Our core students are people who have worked mostly in different industries throughout their lives and have decided to start a new career. They are usually motivated to enroll in our school because our cost is lower than most other schools in the state, and we have a reputation of high quality training.

We attract new students by word of mouth, use of promotional materials, including students who "see" our students driving around town, and attending truck/trade shows frequently.

Our main competitor in Wisconsin seems to be Diesel Truck Driver Training School in Sun Prairie, WI, and Eagle Transport just across the state line in Illinois. We distinguish ourselves from them with a better curriculum, better trained and prepared staff, our maintained equipment, and our ongoing relationships with our students after graduation.

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.

Our School President overlooks all aspects and operations of our school, and all branches. We have a School Manager/Administrator who directly oversees all training and recruiting in Kenosha. The school manager's responsibilities include recruitment, training, community involvement, just to name a few. Twice a month, the school manager meets with the school president to discuss school activities/issues. We discuss ways to better position ourselves in our community, and against our competitors. We also discuss ways to improve our curriculum so that our students leave our school with a better understanding of the transportation industry as a whole, instead of just learning to drive the truck. Occasionally we may ask for outside advisement from industry leaders in the transportation field.

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

- Competitive pricing for most without the need of financial aid - ----> add additional financing options
- Equipment is well maintained ----> purchase of new forklift truck
- Real world experience instructors ----> add two new qualified instructors
- Good reputation with students ----> addition of student referral bonus

Weaknesses

- Low brand awareness ----> increase of advertisements
- Training facilities/offsites can be small ----> add yard office, rent larger facilities
- Low feedback/follow up with graduates ----> modify follow up system

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

- Addition of high demand programs
- New advertising channels
- Greater share of training market

- > add school bus and forklift training
- > contract area business and promote
- > Increase student numbers with state system

Threats

- Operational and fuel cost
- Similar competitors

- > Eliminate paper use by using more technology
- > offer a superior product

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.

Five years from now we hope to be the only school that pops into someones mind when they think about learning to drive a commercial vehicle in the state of Wisconsin. We will have more training vehicles, more licensed instructors, a larger training facility, and a larger presence in our community. A better, well planned out curriculum in place. We will be the largest private Commercial Driving School in the State of Wisconsin. Students 300 miles away will know of our school, and will want to travel to attend.

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:
Jodi L. Hamm, School Manager, Kenosha WI

Date:
8/30/2018

INSTITUTIONAL SYSTEMS

