

# INSTITUTIONAL PLANNING

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Form EAB 2.04 (New 2/09)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
30 W. MIFFLIN STREET, 9<sup>TH</sup> FLOOR  
MADISON, WI 53703  
(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 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:

**LADA DRIVER SCHOOL, LLC**

## II. INSTITUTIONAL PLAN ELEMENTS

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

LADA Driver School, LLC has been in the business of driver education since 1996, training adults and teenagers behind the wheel and in the classroom. In March 2007 LADA got approval by the Educational Approval Board to offer Commercial Driver License (CDL) Behind the Wheel Training. In June 2007 our CDL Program was approved by the Wisconsin Department of Transportation. Currently LADA offers a 50-hour (44 hours behind the wheel and 6 hours in the classroom) and a 169-hour (44 hours behind the wheel and 125 hours in the classroom) CDL Training Program.

The goal of our CDL programs is to prepare students for the road test to get a Class A CDL, and be employed in the trucking industry.

Our priority is excellent service. We believe in team work and hard work!

**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.

Trucking is one of the nation's most important industries. Currently there are more than 2.5 million people employed as truck drivers in the U.S. As of May 2016. Wisconsin has 65.5 thousand truck drivers, 49 thousand of which are heavy truck and tractor trailer drivers. (Milwaukee Area these figures are 14 thousand truck drivers, 9150 of which are heavy truck and tractor trailer drivers) Employment opportunities for a person with Class A Commercial Driver's License (CDL) are pretty high in WI. Mean hourly wages for heavy truck and tractor trailer drivers in WI are \$20.69 in WI which is about the national average of \$20.96. (For Milwaukee Area: \$21.46)\* Many trucking companies have very high standards for hiring. (For example, many firms require the drivers be at least 22 years old, be able to lift heavy objects and have driven trucks for 3-5 years. Many prefer high school graduates and require annual physical examinations and background checks. Companies have economic incentive to hire less risky drivers, as good drivers use less fuel and cost less to insure.

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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.

LADA Driver School, LLC is owned by Arkadiy Tsirlin, and the main office is located at 3817 N. Oakland Ave. Shorewood, WI 53211. Arkadiy Tsirlin is the owner of Lada Driver School, LLC. He has over 30 years of experience in various systems of engines, automobiles, trucks, agricultural tractors and construction equipment; and teaching experience in general driving and truck driving. He is the leading instructor of the CDL Training Program. Currently he teaches behind the wheel and classroom sessions, as well as preparing instructors for the school.

Ozlem Eren is the manager of Lada Driver School, LLC. She has earned her PhD in Economics (December 2009) at UW Milwaukee. She creates and updates the CDL Training curriculum, manages the student services center. She assists students with their resumes and employment seeking tasks. She also works with the local job centers to recruit students and works on employer verification of employment.

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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. The school has multi-cultural management. The management team can work very comfortably with minority groups and people with English as a second language, and address their needs better. 2. The CDL Training Program has high quality. The school uses an industry recognized curriculum; and 169-hour training meets the training requirements of trucking companies for hiring entry level truck drivers. 3. CDL Training schedules are flexible. Small size of classes permit individualized training. The school can focus on students individually and train them accordingly to meet the needs of a specific trucking company. 4. Driving instructors are well-trained. The instructors are trained by Arkadiy Tsirlin who has over 30 years of experience in the field.

### WEAKNESSES

1. Despite the efforts of school, students are not reachable after completion of the programs to verify their employment. Case managers are also experiencing the same problem. Students have some resistance providing this information. 2. The students do not have enough money to pay for their training and the school cannot offer them effective financing solutions. The school has to create more borrowing opportunities for its students. 3. The school cannot provide accommodation for students who come from other cities. It is possible to rent some temporary housing units around North Milwaukee area.

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

##### OPPORTUNITIES

1. Location of the school is in a metropolitan area. It is very easy to reach for students in Milwaukee. They don't have to travel for several hours to a different city to get CDL Training. The job centers are within minutes of reach, so they can easily send students to the school to check the facility, meet the trainers and find out more information. 2. The particular location of the school provides excellent training opportunities. Students benefit from training in the business districts and the city traffic in general. 3. The school is the only truck driving school serving the Milwaukee area (besides technical schools). It is very important to establish as a stable and a reliable truck driving school before others decide to enter the market.

##### THREATS

1. Technical schools in Milwaukee Area offer truck driving, which sounds more serious or reputable to the students. Job centers need to know more about Lada Driver School, LLC in order to make a more informed decision to send the training candidates to a particular school. The school needs to put more effort in reaching out the community job centers and advertising its strengths. 2. Because of their large size, technical schools or other truck driving schools can offer the services at a lower cost. Students, understandably, are in general very concerned with the cost, which might make them prefer other driving schools. In the long run, the school can find better financing solutions for the training programs, thereby increase the enrollment and address this threat by reducing the cost.

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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.

5 years later Lada Driver School, LLC will have around 20-25 full time CDL instructors and 10-15 trucks for training. 169-hour CDL Training Program will continue as it is today, with the necessary updates. Our students will enroll online, and find out instantly whether or not they could be admitted, through background checks and other admission criteria. They also immediately find out whether or not they could get a financial aid. Lada Driver School, LLC will work with a well established lender (bank or financial institution) which will provide loans for CDL Training students.

Trucking companies in Milwaukee will ask for our students, even before they graduate. We will work in cooperation with these companies to provide employment for our recent graduates. Ideally our graduates will find full time jobs in nationwide competitive high quality trucking companies.

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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:  
**OZLEM EREN**

Date:  
**08/17/2018**

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## INSTITUTIONAL SYSTEMS

