

INSTITUTIONAL PLANNING

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



STATE OF WISCONSIN
EDUCATIONAL APPROVAL BOARD
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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 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:

Manitowoc Weekend Dental Assistant School, LLC

II. PLANNING ELEMENTS

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

The Manitowoc Weekend Dental Assisting School (MWDAS) will create an environment to foster the ultimate dental assistant professional. Upon graduation from the Manitowoc Weekend Dental Assistant School, the student will be confident and compassionate and exhibit the skills to deliver the most modern dental care as a highly trained dental auxiliary. Our goal is for students to develop the skill set needed in the competitive career which demands excellent knowledge of clinical hands on chairside dentistry and a good understanding of the administrative tasks involved in caring for patients. Our students will understand that the dental office is a care facility but also must be a profitable business in today's economy.

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.

The Smile Clinic has been a dental health leader specializing in complex cosmetic and sedation cases for over 35 years. The clinical team of treatment coordinators and assistants have a total of over 45 years of experience! Pioneering same day CEREC (all porcelain) restorations, complete smile makeovers with conservative veneers, and oral sedation full mouth rehabilitations with over 20 years of excellence. Dr. Michael Silverman, Dr. Larry Rosenthal, and Dr. David Hornbrook are just some of our mentors.

We are eager to share our clinical skills utilizing these up-to-date technologies! Continuing education is the backbone of any dental ancillary along with comprehensive team training and delegation!

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.

The Smile Clinic Management team consists of:

Dr. Behringer (Marquette University 1977)
Shelly McNamara (Human Resource, Advertising & Promotions)
Gina Dondlinger (Clinical Manager, Assistant)
Stacie Dufek (Office Manager)
Amy Muench (Hygiene Director, Hygienist)

The management team at the Smile Clinic will coordinate curriculum and teachers to schedule a comprehensive semester to prepare students to meet all clinical challenges. Emily Decker will direct most aspects of the MWDAS; her teaching qualifications are unsurpassed with over 20 years of dental assisting both in private practice and in the Army reserves. The Smile Clinic facility utilizes state of the art digital radiography, CEREC restorations, Nitrous Oxide sedation, Oral Conscious sedation, and our progressive soft tissue protocol within a four hygienist rotation.

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.

Advertising and Recruitment

1. Main source of advertising will be with social media outlets and newspapers.
2. Word of mouth will be used after the school begins.
3. Presentations to local high school counselors of the opportunity available will be completed.

Interview & Enrollment

1. Students will complete an enrollment application.
2. They must meet the High School Diploma requirement or equivalent GED and be 18 at the time of enrollment.
3. A personal interview will be conducted to determine if the desires of the student and requirements of the career are in line. (An understanding of the physical, emotional, and mental skills required within the profession)

Curriculum Development, Delivery & Enrollment

1. Strengths within the MWDAS, are being held in a true clinical setting, which allows students to gather one on one hands on experience with equipment and an office setting instead of a classroom.
2. Strength being lead by experienced Dentist and Dental Assistants who have worked in the industry for 20+ years.
3. Strength having the ability for the students to actually intern within a dental office to see the actual flow of live patients and team interaction while being supervised by a licensed practicing dentist.

Staff & Instructor Selection

1. Emily Decker, Msgr E7, US National Guard, will be the director of the school and has an innate sense of what the student needs and the compassion to teach appropriately. With thorough and uncompromising attention to the details of dental assisting, a MWDAS graduate will be employable and highly sought after.

D. SWOT ANALYSIS (continued)

2. Dr. Scott Behringer will be the main instructor and oversee any and all curriculum.

As a practicing dentist, who keeps his pulse on the industry today, he will be able to guide the students into the correct knowledge needed in today's dental office to develop their skills to become a valuable team member to aid in care of patients.

He has practiced dentistry since 1977 and has trained several dental assistants to become efficient in delivering care for patients. He has maintained continuing education as a priority during his career and maintains his passion for dentistry. He has been doing sedation, cerec and full cosmetic cases for many years.

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 five years, the MWDAS will be a premier thriving institution for developing a talent pool of highly qualified dental auxiliaries. Offering at least two sessions per year. The ability to learn a new skill or career while still working a current job will be rewarding for many. The instructors will continue to pursue further education in the dental field to improve the knowledge they have to share with students 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:

Dr. Scott Behringer

Date:

10.23.18

INSTITUTIONAL SYSTEMS

