

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:

Millis Training Institute

II. PLANNING ELEMENTS

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

Millis Training Institute (MTI) is an institution that offers a truck driver training program. MTI and the program are managed by individuals that fully understand the techniques in training you for a truck driving career. Our instructors are highly skilled in truck driver training along with having full knowledge of what it takes and the ability to teach individuals how to be professional truck drivers. It is the objective of all staff members at MTI to help all students achieve their objective of becoming a professional truck driver. We are committed to high-quality training for all students. We feel that our training is among the finest in the country.

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.

Millis Training Institute (MTI) is part of Millis Transfer Inc., which is a for-hire trucking company based in Black River Falls WI. since 1936. Millis Training Institute is a truck driver training school that will train pre-hire students for Millis Transfer Inc. , but is not limited to exclusive training for the company. With our 18-day-program, our students receive only the best possible training with a low student-to-trainer ratio that others cannot provide along with the best up-to-date and safe equipment for their training. With our expert sales representatives, we are able to reach potential students from across the country. Most for-profit truck driving schools cannot give the kind of hands-on training and background into the trucking industry that Millis Training Institute can with our experienced and knowledgable trainers and instructors. Students are also given access to current and or experienced truck driving professionals.

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 Management team is second to none as we have experts in all fields of Safe Highway Transportation. With this knowledge we are able to make informed decisions for a successful future for MTI which we are able to pass along to all students of MTI.

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.

1) Being owned by a trucking company is a strength as we can offer students quality employment after successful completion of training.

2) Having a low student to teacher ratio is a strength. We can only hope that in the future all schools will take this approach as this gives the students additional time in order to feel more comfortable with questions they may need to ask.

3) Weakness of not having financial aid available. Millis Transfer offers in house financing, but will seek other options in the future.

D. SWOT ANALYSIS *(continued)*

1) When the transportation industry turns the corner and the demand for drivers increases, MTI will be able to expand the number of classes held during the course of the year therefore increasing the number of graduates over the course of the year.

2) MTI will be able to offer companies customized training beyond what the approved curriculum currently is due to the low student / instructor ratio. However the lack of funding will effect which companies will offer their students training at MTI.

3) With the increased need for drivers, more and more companies are looking for quality drivers and the problem is there are not enough experienced quality drivers to go around. Our training is above what the normal for hire schools can offer. We have top notch equipment, real life truck drivers that have worked in the industry for years and have now transitioned to instructors and can bring real life experiences to the students.

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.

Millis Training Institute will continue to supply Millis Transfer Inc. with quality students. Currently we supply Millis Transfer Inc. with 80% to 85% of drivers needed which surpasses our annual goal of 75% each year. With the knowledge we have of the need for drivers, we will also be able to expand in other states along with Wisconsin.

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:
William G. Griffin Director of Driver Training

Date:
7/5/18

INSTITUTIONAL SYSTEMS

