

# 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, 9<sup>TH</sup> 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:

**Milwaukee Career College**

## II. INSTITUTIONAL PLAN ELEMENTS

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

The mission of Milwaukee Career College is to improve the lives of our students. We accomplish this by providing career-focused training that develops and enhances the student's marketable skills in the most efficient manner that we can make possible. Our total focus is to provide high quality career education, to enable our graduates to have the career skills necessary to succeed in today's dynamic employment marketplace.

**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.

Milwaukee Career College offers diploma and associate degree programs in allied health field. Our typical students are from low to mid income family and the first person from their family to attend higher educational institution. They do not receive much support from family members since their family have lower educational background. We pay more attention to our students than traditional universities or colleges so that we can change their lives.

Many of our prospective students find us on-line and contact us because of jobless situation. Our comeptitors such as Bryant & Stratton College and Herzing University aggressively run TV or Radio commerical while we don't have such a budget. There are still continuous school closing announcement in the nation wide. We try to defferentiate our school by taking better care of our students so they will refer their friends/family in future years.

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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.

Our management team is President, Faculty Coordinator and Financial Aid Manager plus Program Chairs in each program. Each manager is responsible for each department and program. We work closely each other to share students' information in order for us to be able to better serve our students.

Each program has Advisory Board and schedules to meet as often as quarterly. Every time we have the board meeting, we ask the board members for new ideas, suggestions and recommendation in order for us to keep up with the industry. We discuss those ideas and suggestions internally and decide what to do next. The board members often refer us to the potential externship site or business.

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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.

Each department had short term goals for FYE 6/30/18 as following.

1. Admissions - Starts 80 for Medical Assistant, 120 for Veterinary Assistant, 40 for Veterinary Technician, 40 for Dental Assistant, 30 for Pharmacy Technician, 40 for Surgical Technology program - Total of 350 - Actual start was 208.
2. Financial Aid - 80% package ratio - Met our goal. Packaged 90%.
3. Career Services - Still placing graduates for 2017/2018 - Currently 79% for MA (83% - 2015/2016) , DA 80% (91% - 2015/2016), VA 76% (77% - 2015/2016), VT 81% (87% in 2015/2016) and ST 83% (No graduate in 2015/2016) as of 8/28/18. We are trying to exceed 83%in total before reporting to our accereditaion agency. Currently 78% as of now.
4. Education - 83% retention ratio goal - Did not meet our goal (80%) overall.
5. Student Accounts - 20% default management ratio - Met our goal (%) - 20%. Expect to decrease to 10-11% for the draft number in February 2018.

Here is the goals for FYE 6/30/19.

1. Admissions - 100 starts for MA, 90 for VA, 20 for VT, 40 for DA, 30 for ST and 20 for PT (300 total)
2. Financial Aid - 85% package ratio
3. Career Services - 83% placement ratio,
4. Education - 83% retention ratio,
5. Student Accounts - 15% default management ratio

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

We use the number in order for us to be able to measure our performance objectively but if we don't meet our goal, instead of blaming that department, we think hard to come up with a new improvement plan.

One of our strength is friendly environment of our company as a whole. We train and educate our team to keep it. Another strength is that we are small enough to make changes quickly and treat our students well, not by a number.

On the other hand, our weakness is a limited budget. Therefore, we need to keep tracking our numbers in detail to be able to use our fund wisely.

Our opportunity is less competition due to closure of other schools. Current bad job market is getting better. Both Admissions and Career Service Department has been building strong relationship with community. We will try to increase our market share by providing better service and implementing a new program. It is expected to start one or two new program every year.

Our threat is always market demands for our graduates. Of course, our current and future competitors, especially, corporate owned schools are always a big threat even after more schools closure. They have unlimited funding which we don't. We need to deferentiate our school from them by providing better service to our students. Also offering other allied health program which they don't offer. Default management and 90/10 rule are always challenging. Our goals this year are 15% and 75% respectively.

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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.

We plan to offer more diploma and associate degree program in medial field. MCC is a small school but offer different programs in medical field which our community needs.

Within next five years, we will be the one of top three career colleges offering allied health programs in the State of Wisconsin. With less competitors in Milwaukee now, This is very possible as the one of our goals.

Again, by doing the right thing, we keep changing our students' lives one student at a time. This is one of our mission and the reson why we exist.

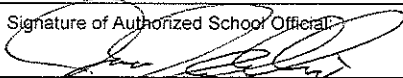
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**III. SUBMISSION**

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*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:

Jack Takahashi, President

Date:

8/28/18

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## INSTITUTIONAL SYSTEMS

