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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:  **North Country Heavy Equipment School, LLC** |

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| **II. PLANNING ELEMENTS** | |
| **A. MISSION.** Describe your school’s mission and vision, which identifies its purpose and its core values.  To provide high quality effective and safe instructional programs in the operation of heavy equipment to all students who want to learn. | |
| **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.  North County Heavy Equipment School offers short term, focused hands-on training for enty level operators.  Students are motivated by career interest and retraining opportunities. Students are mostly men who are preparing for a career or are retraining due to company layoffs and closures.  Advertising is accomplished through "word of mouth" by satified graduates, couselor referrals from job service centers, career fairs, radio advertising, brouchures and our website.  Our biggest competetors is ATS in Sun Prairie, WI. Our classes are hands on beginning the first day, smaller class size for higher teacher to student ratio, less expensive and most importantly more seat time on the equipment. | |
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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 school consists of a director, at this time 2 full time and 1 part time instructors and 1 admissions director.  The director and instructors meet at the end of each class to evaluate all aspects of operation conducting an informative evaluation. | |
| **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:  Class is mostly hands-on trainig. Students are operating equipment the first day.  We have an excellent reputation.  Low tuition cost  Qualifed instructors and director with many years experience.  100% student and job services counselor satisfaction.  New this year we are working with a local Credit Union for loan options for students.  Very fun and exciting training environment  Weaknesses:  Seasonal training. Training available only April -November  School is not qualifed for financial aid (Sallie Mae)  No direct recruiting from potential employers.  Smaller training area, need to relocate so we can bring in more equipment. | |
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| **D. SWOT ANALYSIS** *(continued*)  Opportunites:  Limited competion from similar schools.  Government funding for retraining cost for unemployed workers.  Company closures result in high demand for retraining dislocated workers.  Parents are seeing children can make a good living without having to attend high cost college  Threats:  Funding cutbacks for tuition.  Graduates might have to relocate or travel for work if not available locally. | |
| **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.  The number of younger students increasing yearly.This past spring I spoke with several high school counselors to pass our info and brouchures on to students.  We are still working with a national staffing company who often place our students.  I'm looking at getting licensed in Minnesota this winter.  I have spoken to a local mobile crane company, the owner is looking to cut back on working and is very interested in coming to my school and teach a crane course, that is if I can set up the program for cranes this winter.  I would love to keep our great reputation with students and job servce center! | |
| **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:  Jacob King, Director | Date:  08/28/2018 |

**Institutional Systems**

Institutional

Planning

Interview / Enrollment

Fiscal Analysis & Planning

Advertising / Recruitment

Facilities Planning

**Mission**

**Values**

**Goals**

Curriculum Development, Delivery & Evaluation

Program Evaluation

Graduates and Employers

Staff & Instructor Selection

Student Services

Professional Development & Evaluation