

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
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(608) 266-1996

The Educational Approval Program (EAP) 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 EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and 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 EAP 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

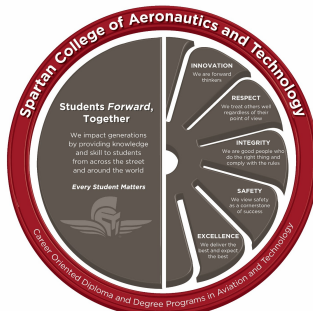
Name of School:

Spartan College of Aeronautics and Technology

## II. PLANNING ELEMENTS

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

The mission of Spartan College of Aeronautics and Technology is to provide career oriented diploma and degree programs in aviation and technology. We impact generations by providing knowledge and skill to students from across the street and around the world. We value innovation, respect, integrity, safety, and excellence. The vision of the College is to continue serving students from around the world, where we are known as a school of choice with strong student outcomes.



**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.

Since 1928, Spartan has provided training to pilots and technicians worldwide. We offer students diploma, associate and bachelor degree programs in Aviation Flight, Aviation Maintenance, Aviation Electronics, Nondestructive Testing and Quality Control. Strengths: Programs are at least 50% hands-on; The College has a large database of companies that actively hire graduates; We offer ongoing graduate career services; We offer the first FAA approved hybrid delivery Aviation Maintenance program; We offer a unique flight program, which allows students to start flying in the first week of class; We are FAA approved for part 61 and 141 flight training; Students become an aviation maintenance technician in 15 to 18 months; The AMT program prepares students for FAA certification (optional) and to maintain, inspect and repair aircraft; We have 23 aircraft for maintenance training including a complete Boeing 727; More than 250 hands-on projects. These strengths help set Spartan College apart from other colleges in the industry. Local competitors include Tulsa Technology Center and Tulsa Welding.

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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.

The Tulsa Campus leadership team is comprised of Kari Pahnö, Campus President; Damon Bowling, Dean of Operations; Jamie Kidder, Dean of Student Affairs; Claude Beckles, Sr. Director of Admissions; Zeke Ellis, Interim Dean of Academic Affairs and Operations; John Yackus, VP of Flight Operations. Program Chairs include Denise Bachelor for bachelor and general education courses; Mike Deweese, Aviation Maintenance; Bennie Thurman, Avionics; Cecil Cummings, Nondestructive Testing and Quality Control. Chief Pilots for Aviation Flight include Beau Schrader and Craig Lindholm; and Mary Keller, Chief of Flight Curriculum.

The team functions to lead, administers and positions the school through a collaborative, problem-solving, forward-looking approach that is focused on student outcomes. The team meets weekly to review current and future needs and trends.

Program Advisory Committees (PACs): Spartan has diverse Program Advisory Committees that represent the industries we serve (Aviation, Oil & gas, Quality inspection, UAV operations, etc.). The committees are made up of over 40 employers and industry experts.

The committees review and provide feedback for items such as: Curriculum development; Staff development; Career development; Work-based learning; Marketing; Advocacy; Student recruitment and markets we serve; Student placement outcomes; Program resources; Facility (lecture and lab environment); Suitability of equipment for training, relevant to the industry; and Program Evaluation.

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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:**

History and Brand: Recognition in global aviation industry; 90,000 alumni worldwide; Faculty knowledge and tenure; Alumni in hiring positions; Founded in 1928.

Connections to Industry: Strong employer relations; National and international employer base; Curriculum driven by respected Program Advisory Committee members.

Tulsa Campus: Low cost of living; Generally good weather patterns for flight instruction; Aviation maintenance hub; 250,000 sf under roof; Industry standard lab equipment.

Quality of Students: Students relocate to Tulsa for its reputation; Graduates pass FAA testing requirements; Demonstrate a passion for aviation or chosen field.

Related Niche Programs: Hybrid AMT; largest, oldest comprehensive NOT trainer (growing industry); AMT program recognized in the industry.

Added Unmanned Ariel training to Aviation Electronics Program.

**Weaknesses:**

Limited public transportation in relatively small local population; Local competitors that are less expensive; Out-of-state students relocating to Oklahoma.

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

Tulsa Growth: Continue building web presence; Enhance admissions teams; Continued facilities improvements.

Geographic Expansion: Pursue other program offerings with employment projections.

International: Broaden civilian and military contracts. Consider international campus.

Expand Online: Bachelor's offerings and online/in-person AMT hybrid.

Public Relations: Increased Alumni engagement, alumni "hall of fame," community engagement, alliance programs.

**Threats:**

Industry Shifts: Aviation growth slows; Newer commercial planes could need less maintenance; Domestic airlines use newer fleets; Placement challenges; Shift to "apprenticeship" model; More foreign MRO outsourcing.

Catastrophic Event: Major crime; Negative media event; Accident; Natural disaster; Terrorists threatens aviation training.

Business Costs: Increased marketing costs; Increased fuel costs; Access to capital reduced.

Pricing and Student Costs: Tuition decreases among competitors; Changes in student financing options; Low priced / free community colleges "praised" in the press; Private colleges closing.

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**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.**Innovate with Technology**

Harness 3D modeling and advanced Computer Based Training as a supplement to hands-on training; Add a fleet of solar powered aircraft; Create Best-in-Class curriculum; Continue to adapt curriculum for specific purposes and strategic partners.

Develop new programs with high employment growth projections.

**Expand Access**

Expand geographic footprint (domestic and international); Increase international student attendance; Increase number and types of strategic partners (private and government).

"Aviation and Technology Training Today for Tomorrow's Global Market". Those words encapsulate what drives Spartan's leadership team and guides their decisions and actions on a day-to-day basis, as well as influences strategic thinking.

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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 of Authorized School Official:

Kari Pahnö - Campus President

Date:

8/20/18

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## INSTITUTIONAL SYSTEMS

