

# 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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MADISON, WI 53719  
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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:

Swift Driving Academy

## II. PLANNING ELEMENTS

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

The mission of the Swift Driving Academy is to provide a quality education for students seeking a career as Tractor-Trailer Drivers. The emphasis throughout the program deals with hands on training as well as awareness and compliance with established safety rules and regulations.

**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 Swift Driving Academy is a professional training school for commercial truck drivers. The existing market for truck drivers is huge. The age group covers a large spectrum due to economic strains facing the American public. There is a current shortage of 48,000 drivers in the industry. Over the next decade, the trucking industry will need to hire a total of 890,000 new drivers or an average 89,000 per year. Replacing retiring drivers will be by far the largest factor accounting for nearly half of the new driver hires (45%). The second largest factor will be industry growth, accounting for (33%) of new driver hires.

The motivation for students to enroll in the Swift Driving Academy is that our parent company Swift Transportation is the largest trucking company in America. Swift is always looking to hire qualified drivers.

Our basic marketing effort is internet marketing, along with the traditional venue of visibility and reputation.. Our competitors differ from us because we provide six weeks mentor training.

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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 management team at the Swift Driving Academy is comprised of a National Academy Director and eight Academy Leaders. The Wisconsin Academy will be led by an Academy Leader along with a Range and Road Supervisor. The Wisconsin Team will control the day to day operations of the Academy. The advisory board is directed by the National Academy Director and the Academy Leadership. Weekly Leadership meetings are held to monitor the continuous improvement of the school program.

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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- Swift Driving Academy is owned and operated by the largest truckload carrier in the US.

- existing distribution and sales networks
- barriers of market entry
- high profitability and revenue
- experienced business units
- domestic market
- skilled workforce

Weaknesses-Constraints put on trucking schools by Federal Regulations which can hamper the educational process for entry level drivers.

Opportunities- Swift Academy provides in house financing to all student drivers that attend the Academy

- growing economy
- venture capital
- new markets
- new acquisitions

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

Threats- Larger trucking companies are acquiring smaler trucking Academies to create competition.

-growing competition and lower profitability

-increasing costs

-technological problems

financial capacity

-tax changes

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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.

For the 2018-2019 school year Swift Driving Academy plans to increase enrollment and become operational in the upcoming months. The economy is increasing the demand for Commercial Truck Drivers. Our parent company Swift Transportation is our prime marketing tool for the school.

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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:

Date:

*Carl L. Dones* *Academy Director* *6/29/18*