

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:

U.S. Career Institute

II. PLANNING ELEMENTS

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

U.S. Career Institute's (USCI) mission is to offer affordable, quality distance education to our students. USCI's flexible real-world career training is written specifically for the distance learner. Our administration, faculty and staff are dedicated to supporting our students through exceptional service.

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.

U.S. Career Institute strives to be a leader in distance education. Our administration, faculty and staff are committed to training people to work in well-paying professions. USCI offers distance education courses of the highest quality and best value, and our employees provide exceptional service by focusing on student satisfaction and success.

Students and prospective students come from a variety of backgrounds. USCI designs its educational programs and instructional materials specifically for the distance education student and applicants that meet USCI's admissions standards have the skills necessary to complete their program.

USCI uses direct-response advertising, pay-per-click marketing, Web-lead generation programs, search engine optimization and Web social marketing to generate leads. USCI's primary competitors are nationwide distance education schools. USCI believes we are better than our competition because of our strong curriculum development process and team.

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 consists of qualified professionals in the areas required to successfully operate the school: instruction, curriculum, finance, human resources, compliance, student support services, marketing, information technology and warehousing.

Each year USCI's Executive Management Team establishes three-year goals. These goals 'evergreen' each year, dropping the year that is expiring and adding the upcoming Year Three. The management team then works to fine tune the upcoming year's goals into measurable objectives, supported by the strategies to achieve these objectives. The result is referred to internally as Strategic Objectives. Once the objectives are finalized, management prepares a budget that supports the achievement of the strategic objectives.

Managers are expected to manage their departments in the manner necessary to meet the objectives. Progress/status meetings are held throughout the year for all members of management to ensure objectives are met.

Management share strategic objectives as appropriate with their departments. USCI's mission statement is available for employees and posted throughout the building.

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

1. Our ability to adapt and implement change quickly.
2. USCI is data driven and we use information collected to guide decisions for budgets, strategic objectives and marketing.
3. We focus on providing excellent instructional and non-instructional support to students.

Weaknesses

1. USCI is reviewing all policies and procedures to ensure they are current and well-documented.
2. Phone system not meeting needs. Plan: Upgrade to a more efficient system.
3. Employee training/growth. Plan: Promote policies already in place for employees to continue their own education.

Opportunities

1. Improve student retention through better identification of at-risk students. Plan: Evaluate statistical and demographic information to determine at-risk students and develop intervention plans accordingly. 2018 update: USCI continues to evaluate and test intervention

D. SWOT ANALYSIS *(continued)*

2. Create more robust referral program for current students. Plan: Management to develop and test new ideas.

3. Strategic corporate partnerships. Plan: Marketing will continue to seek and develop relationships with appropriate businesses.

Threats

1. Immense amount of paperwork, regulations and requirements for compliance. Plan: Create compliance module to electronically manage and store compliance documents, calendar deadlines, etc. Status 2018: In process.

2. Feedback from graduates. Plan: Continue to monitor new procedures aimed at increasing the data/feedback received from our graduates.

3. State authorization resulting in greater demands on compliance department and other departments that now must meet multiple regulations for various states. Plan: Compliance to continue updates to appropriate departments. 2018 update: This is an ongoing project. The compliance staff provides annual updates to the other departments on regulatory changes.

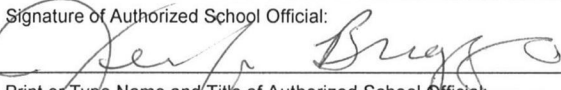
E. FUTURE THINK. Describe your school 5 years from now. What will it look like and how it will be positioned in the market place.

U.S. Career Institute continually maintains a strategic plan and is able to adapt to any decline in enrollments while maintaining long-term quality in its services and curriculum. In five years USCI will have continued to operate efficiently and effectively in providing quality distance education.

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:
Jennifer Briggie, Compliance Officer

Date:
8/29/18