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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:  **Wisconsin Dental Assistant School** |

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| **II. INSTITUTIONAL PLAN ELEMENTS** | |
| **A. MISSION.** Describe your school’s mission and vision, which identifies its purpose and its core values.  MISSION STATEMENT  Everything we do is inspired by our commitment to our students. To supply well trained entry level dental assistants to the field of dentistry. Well trained dental assisting personnel are essential to delivering excellence in patient care. Our goals are:  • To instill personal responsibilities in oral health care  • To enhance personal worth, self sufficiency and positive self-esteem  • To provide quality service to the dental profession  • To be one of the best center of learning in the dental assisting profession | |
| **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 school will prepare individuals for a career as a Dental Assistant in an effective and successful dental practice. Our students will include anyone qualified within 30 minutes and a 50 mile radius of our Oconomowoc dental office,who is interested in a career as a Dental Assistant. We will market to this group via printed advertisements in local newspapers and area magzines.  We have recently learned there several competitors around the State. While they also offer 10 week programs on Saturday's, our program is less expensive. Their tuition costs $4000. Our fee is $3495. We are also offer an in-office internship to our students. | |
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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 consists of:  Dr. James A. Michaels Chief Director/Instructor/Owner  Ann M. Fischler School Administrator/Compliance Officer/ Lead Instructor  Sue Kobs Instructor  Jan Bruski Instructor  Sophi Goss Instructor  Danielle Wagner Instructor  Christine Canales Instructor  Kimberly Sault Instructor | |
| **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 : Teaching in an established dental office  Experienced qualified instructors on staff  Provide well developed curriculum in a state of the art facility  WEAKNESSES:  Must develop a very effective marketing program to promote our school  OPPORTUNITIES: Demand for qualified Dental Assistants  Other schools are more expensive  10 Week program gets them into a new profession quickly  Training from other school are ineffective  THREATS: Economic downturn, credit/loans difficult to get | |
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| **D. SWOT ANALYSIS** *(continued*)  Although we are starting to recover from an economic downturn, people still need jobs and becoming a dental assistant in an affordable accelerated 10 week program enables motivated individuals to prepare themselves for a highly rewarding new career in a very short period of time without incuring huge expense. Having weekend classes enables them to keep the job they have now and train on the weeknds.  Owning an in-office dental assisting school will help strengthen our financial bottom line in challenging economic times, further utilizing our highly trained staff, and our facility after normal business hours. | |
| **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.  Five years from now, we will be offering the same number of school sessions per year; 25 graduating students per session. Our program will be the premier acelerated program in this geographical area. | |
| **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:  Ann M. Fischler Clinical Director  Dr. James A. Michaels - Chief Director/Instructor/Owner  Ann M. Fischler - School Administrator/Compliance Officer/ Lead Instructor | Date:  08/16/2018 |

**Institutional Systems**