

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 8366
MADISON, WISCONSIN 53708-8366
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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:
WyoTech

II. PLANNING ELEMENTS

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

WyoTech is dedicated to the provision of an interactive learning environment created to support the professional career development of our students. The school was established to provide quality education and training designed to meet the needs of both students and employers. The school serves a diverse student population focusing on those who are seeking to acquire the education and skills necessary to enter their chosen career field. To achieve this, the school is committed to excellence in the following areas:

- The utilization of effective technology and teaching methods
- The presentation of relevant career focused educational programs
- Ongoing collaboration with businesses, employers and professional associations in the design, delivery and evaluation of effective programs

The provision of career development support services to students and graduates which assists them in securing employment in their chosen field.

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.

Our target customer exhibits four primary characteristics: 1) They are dependent students, 2) They have the support of their parents and or guardian or other family member, 3) They have a sincere interest in the career fields in which we train, 4) They are willing and prepared to leave home and to work hard while attending WyoTech, meeting the schedule and standards we demand of our students.

Utilizing a national television campaign, Internet, social/digital, high school presentations, and some local/regional events, marketing will continue to emphasize our core values and vision for the School and advertise our value proposition.

We believe that professional workplace behaviors and soft skills are an equally important aspect to education as the theory and hands on training. That along with the length of our programs differentiate us from our competitors. Nine month programs create a faster track to employment.

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.

WyoTech's management team consists of a Campus Director, Director of Student Finance, Director of Education, Director of Career Services, Registrar and Department Coordinator. Meetings are held weekly to identify any issues that need to be addressed as well as providing updated information on the status of the campus. Daily communication also happens amongst managers as they work together to ensure policy and procedures are in place and fully implemented.

We hold Program Advisory Committee meetings twice a year comprised of community members, industry professionals and employers. Discussions are held to review our curriculum and tour our facilities. Input is provided on what requirements and standards are used in the industry and taken into account when evaluating and adjusting our methods and curriculum.

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:

WyoTech has been established and training technicians for over 50 years, has a positive reputation within the transportation industry and a highly dedicated, knowledgeable and experienced staff. WyoTech's position as a single campus provides the school a distinct advantage over competition by allowing us to minimize operating costs at reasonable and attainable school population levels. The Laramie community culture and presence of the University of Wyoming provide a unique and attractive amenity and points of emphasis in the context of recruiting activities.

Weaknesses:

The change of ownership happened rather quickly and didn't allow for completion of all state renewals. Therefore, there will be a lapse in time to recruit from certain states which will hinder the amount of enrollments for the next year. Numerous changes over the last five years has brought some negative publicity to our school but the statistics of our completion rates and dedication from our staff still make us a great school. Experienced Admissions Representatives have been hired and have undergone a one week training to prepare them. Our Marketing team plans to utilize a national television campaign, Internet, social/digital and some local/regional events to emphasize our core values and vision for the school.

D. SWOT ANALYSIS *(continued)*

Opportunities:

Upon news of Zenith Education Group putting WyoTech on teach-out notice and ceasing enrollment of students there was wide support from the Laramie community, the local university and community college along with the Wyoming Governor's office to find a viable way to keep the school open. A bill was put into action to loan the buyer of WyoTech \$5M to help with the startup and continuation of the school. There is a strong need for technicians. Based on the statistics from BLS.gov the need for automotive technicians will increase by 6% from 2016 to 2026. Diesel technician growth will outpace the average. Collision repair technician demand is expected to grow at 8%.

Threats:

Over the past 5 to 7 years, many for-profit companies competing in education experienced a downturn in enrollment. Some negative sentiment exists toward for-profit schools among public non-profit school operators. All institutions (public, private, non-profit, for-profit) compete for Title IV financial aid. When specific negative stories emerged regarding for-profit school operators, competitors and media tend to accentuate those developments. This dynamic periodically presents challenges to for-profit schools. On the other hand, for-profit schools that consistently emphasize and reinforce the highest ethical standards and behavior throughout their organizations, and thereby maintain outstanding relationships with regulators, remain in attractive positions for sustaining and building their student populations and succeeding economically.

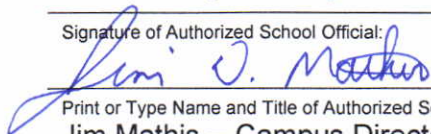
E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Our new owner plans to make WyoTech great again through stabilized ownership and management with a dedicated focus on the mission of the School, technical education of the students and needs of the employers and industries served. The ownership and management team's priorities include the following: 1) Reestablish a focused national high school admissions program to increase awareness and enrollments to WyoTech, 2) Establish a focused referral program through a WyoTech Alumni Association and Dealer Connect program, 3) Implement high school instructor visitations to the Laramie campus showcasing the vision and commitment of WyoTech to students and industry, 4) Create an aggressive marketing and awareness campaign that WyoTech is open for enrollment, under new ownership and the direction of a prior, highly-experienced and successful President of the School, 5) Complete core program curriculum evaluation and revisions based on industry standards and advisory committee feedback within the first 18 months of acquisition, 6) Engage employer partners in career fairs and on campus presentations of opportunities in the industry, 7) Develop additional industry partnerships creating new advanced training program opportunities for the students and School, 8) Establish scholarship funds for students through foundation employers and industry partners that can donate to the School

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:

Jim Mathis -- Campus Director

Date:

8-29-18