

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 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:

Mbition LLC dba American Home Inspectors Training

II. PLANNING ELEMENTS

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

Our mission is to train and provide ongoing support to individuals interested in starting their own successful home inspection business or becoming a significant contributor in an established home inspection company.

Our best-in-class, comprehensive home inspection training, coupled with our marketing and technical support services, will set you up for success in your new home inspection career.

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.

Prospective students are aware of AHIT's presence largely due to referrals from past graduates. Our school trains individuals to be successful home inspectors. AHIT students often come from the trades (contractors, remodelers, roofers, electricians, etc), but we also serve firefighters, military personnel, teachers, retirees, and so on. Many of these people are looking for a career change or a second career for supplemental income. Our customers vary in age, education, and background.

Prospective students are aware of AHIT's presence by our (www.ahit.com) and activity on social media. AHIT is active at trade shows and is planning to attend future trade shows and networking events.

There are several other home inspection training providers, however AHIT views itself as different because of the intensive live training we offer to students. Additionally, we offer both flexialbe online courses and the most live training options that include practice field inspections.

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.

AHIIT is a school within Mbition LLC. Managed by the President of The CE Shop, Dan Harris, AHIT is comprised of a team of dedicated admissions, class operations, product management, instruction, compliance, marketing and customer service personnel. Each department works together to best serve our students by delivering a first-rate product with exceptional instructors and learning platform. We regularly evaluate our instruction and courses to ensure best practices.

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.

See Attached

D. SWOT ANALYSIS *(continued)*

See Attached

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

In 5 years from now, AHIT will remain as the largest home inspection training provider in the country. We increase the use of technological features in our online course to improve teaching with a more interactive distance learning experience for our students. Finally, our completion rates for on our online and blended courses will increase, and we will increase our pass rate on the national and state exams

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:
Stephanie Gones

Date:
8/29/2022

INSTITUTIONAL SYSTEMS

