



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:

Associated Training Services Corp.

II. PLANNING ELEMENTS

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

The mission of Associated Training Services Corp. (ATS) is to be a leading institution of higher learning offering effective vocational training while maintaining a high standard of quality and integrity. ATS offers its services to the public for the purpose of helping a wide range of individuals gain stable, well paying employment in high demand occupations.

**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.

A typical ATS candidate is an individual who is interested in pursuing a career in the construction/excavation industry; one who is willing to work outdoors and perform some physical labor; and one who is looking to improve employment opportunities and earning potential. The target population consists of men and women from age 18 to 65.

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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.

John Klabacka, President is responsible for major business and financial decisions. John Klabacka, School Director is responsible for the day to day operation of the School. School management, John Klabacka, Jerry Klabacka, and Michael Klabacka conduct weekly meetings to discuss policy formulation and implementation. The major functions of the School operate under a written set of policies and procedures. Policies are developed through staff meetings, and through management's evaluation of current policies, student critiques, placement rates, industry feedback, and educational community information. Policies and procedures are implemented through written correspondence and disseminated to all relevant parties. The School's departments are managed by department supervisors. The departments and supervisors are as follows:

- a. Admissions: Jeremy Wood, Admissions Director
- b. Administrative: Kristie Hull, Office Manager
- c. Student Enrollment: Jessica Jacobson, Registrar
- d. Financial Assistance: Kristie Hull, Financial Assistance Director
- e. Accounting: Michael Klabacka, Accounting Director
- f. Placement: Andy Klabacka, Placement Director
- g. Training: Noah Reinholm, Training Director

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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:**

- a. Safety Policies
- b. Quality Control
- c. Student Satisfaction

**Goals:**

- a. Improve graduate employment rates and tracking.
- b. Enhance relationships with industry to improve curriculum delivery methods and subject matter.
- c. Maintain high rates of customer satisfaction.

**Update:**

The school continues to develop and enhance its website for graduate and employer interaction. The website is [www.TotalResourcesNetwork.com](http://www.TotalResourcesNetwork.com). The website is designed to connect our graduates with our employers and vice versa.

The school has contracted with around 150 organizations over the last year to provide specialized training and instruction in heavy equipment operation, mobile crane operation, and rigging, signaling.

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

In addition to providing specialized training to these employers, we also use these relationships for graduate placement purposes.

**Weaknesses:**

- a. Networking with industry professionals. Management plans to use social media platforms such as LinkedIn to make more industry contacts and interact with industry professionals.
- b. Social Network Marketing. Management plans to enhance the company's presence on social media networks such as Facebook and LinkedIn.
- c. Lower organic search results ranking on major search engines.

**Goals:**

- a. Delegate personnel and implement program of joining industry associations, attending association meetings, and making presentations to these association members.
- b. Study alternative marketing strategies and experiment with other forms of marketing.
- c. Continue to look at additional curricula as ways of expanding market.

**Update:**

Management has hired an internet consulting firm to improve its organic search ranking.

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

ATS will continue to diversify its business and product line to utilize its resources in multiple ways that enhance each aspect of the business. ATS will continue to expand its business customer base and reach new customers through word of mouth and business organization referrals.

**Update:**

Management is looking at curricula such as advanced rigging, lift director, and mobile crane inspector as possible new offerings. Management is improving its ability to bid and secure contracts with governmental agencies for all of its product offerings.

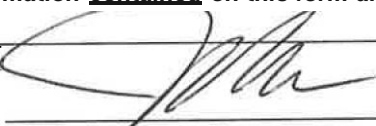
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**III. SUBMISSION**

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*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:

John Klabacka

Date:

7/30/21

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## INSTITUTIONAL SYSTEMS

