

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
MADISON, WISCONSIN 53708-8366  
(608) 266-1996

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:

Cutting Edge Staffing LLC

## II. PLANNING ELEMENTS

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

Our mission is to minimize staffing shortage and maintain continuity of personnel of short and long-term contracts with a focus on delivering human capital workforce and post-secondary education solutions in the Healthcare and Manufacturing industries.

**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.

We serve women, men, minorities and disadvantaged persons as well as the prison re-entry population in the city of Milwaukee and surrounding counties. The motivating factor for students to enroll in our school is our trainings are accelerated. Interested students learn about our programs from promotional material and case managers. Our competitors are Alliance Healthcare and Trinity. The difference between our organization and the competitors is that our school offers accelerated training, mock interview training, letter of recommendation for future employers, resume reconstruction and job placement assistance.

---

**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.

Owner & Operator: Andrea Bester

Co-Owner: Todd Gorman

Accounts Payable: Jessica Bester

Healthcare Director: Andrea Bester

Welding Director: Michael Bourgeois

Welding Instructor: John Thomas

Re-Entry Outreach Coordinator: John Thomas

---

**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. Accelerated training
2. Full hands-on training for each program offered
3. Job placement capabilities

#### Weaknessess

1. External staffing shortage
2. Instruction to student ratio low
3. Advertisement on larger marketing platforms

---

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

Goals

1. Hire additional external staff to meet the demand of our student enrollment (timeline = by end of 2022)
2. Advertise training programs on a larger platform such as TV commercials (timeline = by end of 2022)
3. Open a larger facility to host additional trade programs (timeline = end of 2022)

---

**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 we project the school to expand its territory within the Wisconsin region having at least 5 teaching locations within the state. Our goal is to add additional trade programs that are in demand for our labor market and provide continued education to all persons including youth.

---

**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:

Andrea Bester

Date:

---

---

# INSTITUTIONAL SYSTEMS

