

# 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:

First Class Cosmetology School

## II. PLANNING ELEMENTS

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

First Class Cosmetology School's mission is to provide a quality professional education. The staff of First Class Cosmetology School is dedicated to the beauty and wellness profession and the students attending our programs. We believe in the potential of our students; we will do everything we can to motivate, teach and train our students to become successful in their chosen career path.

**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.

First Class Cosmetology School is a small school offering programs in Cosmetology, Esthetics and Nail Technology. We have been accepting students for over 23 years. In 2011, we were approved to offer Federal student loans and Pell Grants. We experienced a considerable amount of growth and we located to a larger facility. We graduate approximately 50 students per year with our current programs. We have had many people inquire as to whether we offer a Massage Therapy program and feel that it will be a great addition to our current programs. We focus on providing a personalized education to our students that ensures that they receive the knowledge they will need to not only pass their state licensure examination, but to become successful in their career choice.

---

**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.

First Class Cosmetology School has a long history of successful school management. Our management team has remained the same for over 20 years. We do utilize an Advisory Board annually. They review our outcome statistics and recommend improvements if needed.

---

**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.

FCCS's strengths:

Providing Education that adequately prepares students for entry level positions.

Licensure Rate: We maintain a high licensure rate. Our students are well prepared for their state exam.

Experience: We have been accepting students since 1990. We are family owned and operated and have a long history within our community. Our community is very supportive, which is what provides students with the necessary hands-on training.

Weakness:

Massage program enrollment. We started accepting students in 2023 and are still working to get the word out to fill classes.

Student attendance.

Staffing- Keeping reliable consistent support staff

---

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

Goals:

Growing our enrollment for the Massage Program.

Hosting Job Fairs for our students and graduates

Growing our enrollment with quality students.

---

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

First Class Cosmetology School will be known as an elite school that provides quality education in a fun and friendly atmosphere. We want to be financially strong, with minimized debt. We want to continue to invest in our business.

---

**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:

*Angela McCaslin*



Print or Type Name and Title of Authorized School Official:

Angela McCaslin

Date:

07/17/2023

---

# INSTITUTIONAL SYSTEMS

