Institutional Planning

D. SWOT Analysis. Identufy your school's strengths, weaknesses, opportunitites 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.

Strengths are the strong parts of the organization that can be directly controlled. Weaknesses, on the other hand, are those elements of the organization that are not necessarily positive but which the organization can control. Weaknesses represent areas that IT Expert System can improve. Opportunities and threats operate outside the organization and while they are usually beyond control, the organization may be able to influence their impact.

IT Expert System's 3 to 5 goals for Strength/Weakness (2022 – 2023)

1. IT Expert System Inc is a student centered organizationa and training is the biggest strength of the organization. We have three physical location in Illinois so Illinois people can take the advantage of the training but our goal is to create a online training resource where now student from any states can take the live classroom training. We can mesure this by comparing enrollment number on yearly basis.

2. Positive learning and quality of intsruction is the strength of the IT Expert so, we are going to use this strrength and improve our marketing strategies in Wisconsin and other states to reach more and more people and bring the awareness of the existance of IT Expert System Inc.

We will evaluate this progress by setting a goal of receiving 100 inquiry calls from Wisconsin and other states within the first year and of those 100 callers, if 20 -30% of them become students,of IT Expert System Inc.

3. Third goal is to organize more and more in-person and online workshops and meetings regarding career dvelopment, resume preparation, linkedIn preparation and interview preparation.Our goal is to organize workshops once a month and provide intership opportunity as well to 15% of students who get the training from us.

During initial institutional planning IT Expert System did the SWOT analysis and identified 3 goals for institution's strengths and weaknesses defined as per above. Institution did this SWOT analysis in end of 2022 on specific objectives, metrics, a timeline for completion and metrics for each goal to evaluate and measure our success.

Result for the Strength/Weakness goals.

IT Expert System Inc is a student centered organization and training is the biggest strength for us but ealrlier 2022 we provide in-person training but slowly we increase our physical location avaialbility from 1 location to 3 location in the Illinois state and also develop the online training area as well. We introduce a Google Classroom and WebEx technology in our LMS(Learning Management System) thorugh which students can easily get the same training experience as in-person stidents are getiing.

This new addition give us an opportunity to expand regionally in the United states. As per the current status we are WIOA approved Training provider in 17 plus states in the United states.

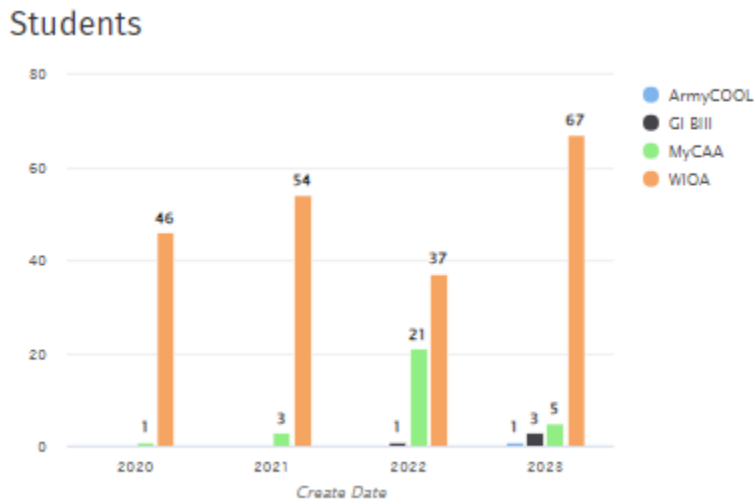You can verify this information on our website:

https://www.itexps.net/how-to-apply-for-wioa-taa-ita-training

Regional expantion lead us to increase in our WIOA students numbers as well.

Total number of WIOA students Enroll during 2022: 37

Total number of WIOA students Enroll during 2023: 67

Students enrollment chart per year

3 to 5 goals Opportunities/Threats

1. There are many competitors in the area but we can convert this threat in opportunity by providing cutting edge project based training which is not provided by other traditional schools. Students can reapeat the training with us free of cost until they get the job.

2. Unemployment rate is increasing and we can convert this threat into opporutnity by providing then training after assessing their education, experience and expertise. We can help them to get trained with new tools and technology and start their career.

3. There are many online education content available and we can convert this threat into opportunity by starting IT Expert's You tube channel where we can put the conent on daily basis regarding all the courses. We can measure this goal with no of subscribers adding in our youtube channel. Currently we have 3.32K subscribers.

Result for the Opportunities/Threats goals.

To convert our threats into opportunity we added project based training in each course curriculumn. Ealier we provide project per program but now we added project in each course curricilumn and this helps students to gain the practical knowledge and skills while getting trainned with new tools and technology.

We also develop methods of receive feedback from students after end of each course completion to get the student point of view on course curriculum and also on our Instructional methods. Students feedback are very important for continuous improvements and using this feedback we improve our course currilumn, student services and insturctional methods.

To provide additional support to our students during the training we create our Youtube channel and start creating videos on new tools and technology that helps our students to work on their homework and projectwork. Currently we published 268 videos and we have 5.47k subscribers as well. We also host a career empowerment workshop for our students every 1st and 3rd Friday of the month for 45 minutes. Students can join this workshop and get the information regarding how to prepare for resume, linkedin profile and Interview.

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

1 to 3 years goal

- ➢ Get the NCA (North Central Association of Collages and Schools) Accrediation
    - • We started application to get the NCA Accrediation from Oct 2022 and now we are in the last stage of to get the NCA Accreditation.
- ➢ Get the WIOA training provider approval from the other states like Oregon, Texas, Michigan
    - • We get the WIOA training provider approval from other 17 states like Michigan, Indiana, Wisconsin, Ohio, Iowa, Oregon, Maryland, New Jersey, Louisiana, Nebraska, Virginia, Vermont, Kansas, Missouri, Pennsylvania, Maine, North Carolina.
- ➢ Introduce 5 plus new courses that are high in demands
    - • We introduce project based training in each course so we added project in each course curriculum.
- ➢ Student Success Initiatives
    - • For students success initiatives we added project based learning, peer tutoring, and job readiness activities.

3 to 5 years goal

- ➢ Global Partnership and Exapnded International Collaborational Initiatives.
- ➢ Digital Education and Educational Initiatives.
- ➢ Improve Organizational Efficiency and Adminstrative Focus.
- ➢ IT Expert System Inc should be treted as an University in next 5 years.