

# 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:

Mayo Clinic College of Medicine and Science

## II. PLANNING ELEMENTS

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

Mayo Clinic's commitment to education is substantiated through Mayo Clinic College of Medicine and Science (MCCMS), which provides comprehensive educational programs in clinical medicine and health and biomedical sciences through the following five professional schools: Mayo Clinic School of Medicine, Mayo Clinic Graduate School of Biomedical Sciences, Mayo Clinic School of Health Sciences, Mayo Clinic School of Graduate Medical Education, and Mayo Clinic School of Continuous Professional Development.

The mission statement of MCCMS was developed by the Mayo Clinic Education Committee (MCEC) to reflect the aspirations of the Mayo Clinic education and research enterprises:

- To educate and inspire a diverse workforce of physicians, scientists, and health care providers through excellence in biomedical education, research and clinical care.
- To alleviate human suffering by providing compassionate and culturally sensitive care.
- To enhance the biomedical sciences through discovery, innovation, and application.
- To advance the national health care system through population science and leadership.

**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.

All MCCMS programs within Mayo Clinic School of Health Sciences are offered to help support and develop the staffing needs at Mayo Clinic. MCSHS is expanding tuition-free access to specific educational programs at our Eau Claire and La Crosse, Wisconsin, locations that will lead to health care careers where qualified candidates are needed and current job openings are in high demand.

---

**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.

Mayo Clinic Education Committee is the operating body of MCCMS and derives its authority from the Mayo Clinic Board of Trustees. This committee is responsible for direction, coordination and quality of all educational activities of Mayo Clinic and the setting and oversight of education policies.

Membership consists of the deans, administrators and other senior leaders of education at Mayo Clinic. It is chaired by the executive dean for education, who serves in the capacity of a provost. The executive dean's administrative partner serves as chair of the Department of Education Administration, overseeing the administration of MCCMS.

The five schools within MCCMS are each led by a physician/scientist dean and supported by an administrator. At this time Mayo Clinic School of Health Sciences (MCSHS) is the school that is expanding program enrollment to campuses in Wisconsin. The MCSHS physician lead (dean) is Dr. Brad S. Karon. Each MCCMS school has one or more associate deans with specific responsibilities to admissions, academic affairs, student affairs, or faculty affairs. Each school has an education committee, chaired by the dean. Various subcommittees report to the school education committees. The school deans report to the executive dean for education and the school education committees report to the Mayo Clinic Education Committee.

MCSHS programs are required to have a Program Advisory Committee which advises the program regarding recruitment and selection, program size, curriculum, program assessment, and program quality improvement.

---

**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.

Please see attached SWOT Analysis

---

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

---

**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.  
Offering increased health sciences programs to local prospective students who will fill go on to meet the workforce needs of Mayo Clinic.

---

**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:

*David L. Dahlen*

Print or Type Name and Title of Authorized School Official:

Dave L. Dahlen, Education Compliance Officer

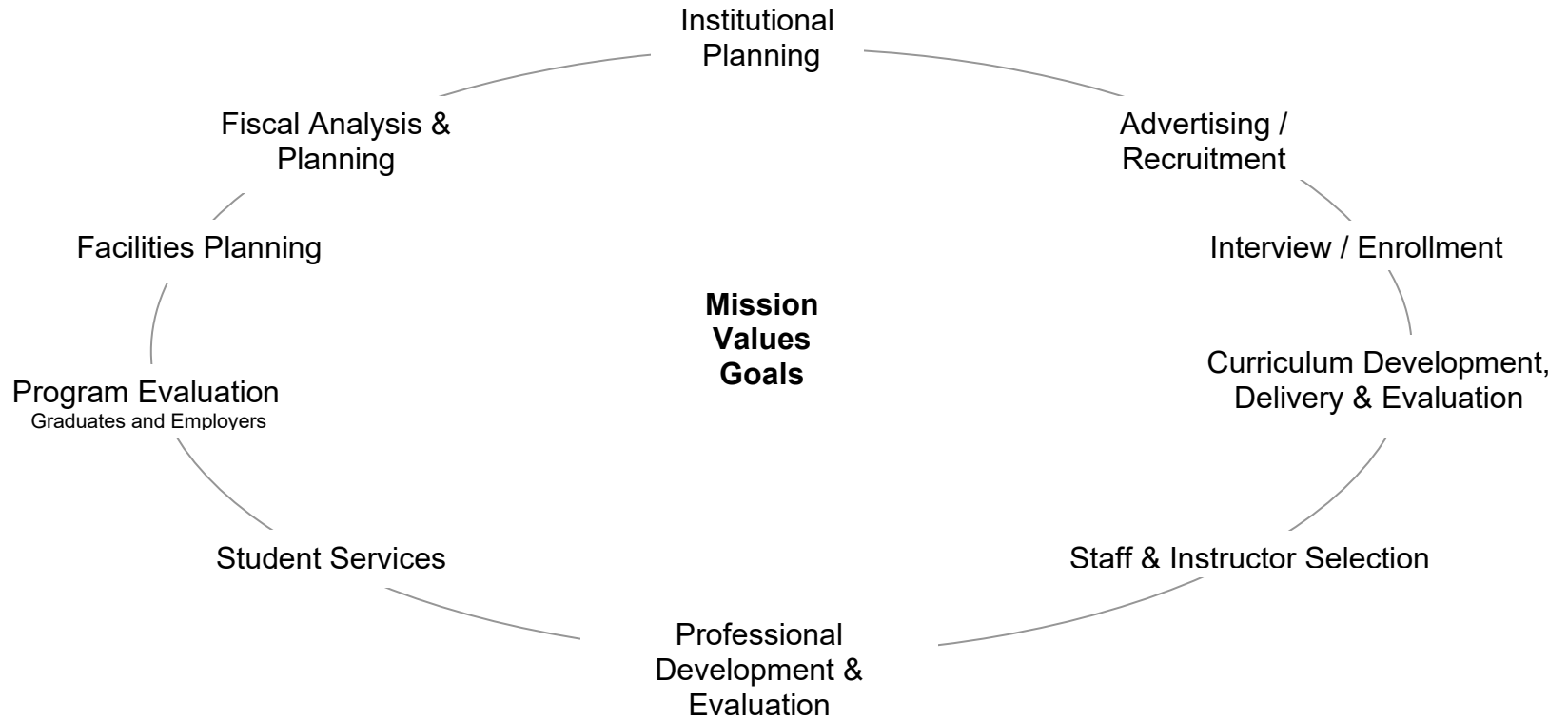
Date:

08/28/2023

---

---

## INSTITUTIONAL SYSTEMS



**1.10 Attachment: Mayo Clinic College of Medicine and Science – Wisconsin Campus SWOT Analysis**

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Strong MCCMS and MCSHS infrastructure support</li> <li>2. Strong experience and quality of program faculty, staff and administration</li> <li>3. World-class Mayo Clinic educators and facilities available to students</li> </ol> <p><b>How will these be addressed?</b></p> <ol style="list-style-type: none"> <li>1. Continue to leverage MCCMS and MCSHS enterprise-wide administrative support to the programs</li> <li>2. Continue to offer and encourage faculty development opportunities to staff at Eau Claire and La Crosse sites</li> <li>3. Continue to leverage Mayo Clinic’s experienced educators in all aspects of the Pharmacy Technician and ACS programs</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Lack of awareness of new programs in the WI region</li> <li>2. Coordination of centralized services for students on campus</li> <li>3. Small number of qualified clinical instructors (ACS program) on campus</li> </ol> <p><b>How will these be addressed?</b></p> <ol style="list-style-type: none"> <li>1. Reach out to regional stakeholders, high school counselors, and Mayo employees to promote the program and outcomes</li> <li>2. Continue to leverage support provided by Enterprise-wide (Rochester-based) offices to optimize efficiencies for students at La Crosse and Eau Claire sites</li> <li>3. Work with local practice leaders to identify appropriate training for clinical instructors</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Lack of competing established Pharmacy Tech and ACS programs in the region</li> <li>2. Ability to embed the ACS practice in the Eau Claire and La Crosse labs</li> <li>3. Plan to also apply to expand Echocardiography Program to Eau Claire in the near future</li> </ol> <p><b>How will these be addressed?</b></p> <ol style="list-style-type: none"> <li>1. MCSHS will establish accredited Pharmacy Technician and Advanced Cardiac Sonographer programs in La Crosse and Eau Claire by 2023</li> <li>2. The ACS model of care will be adopted in the Eau Claire and La Crosse sites and incorporated into the standards of practice</li> <li>3. Accreditation approval has been received for Eau Claire Campus – submit Echocardiography program to Wisconsin EAP in Q4 2024.</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Potential recruitment challenges due to lack of awareness of programs by prospective students</li> </ol> <p><b>How will these be addressed?</b></p> <ol style="list-style-type: none"> <li>1. Collaborate with the Office of Student Selection and Recruitment for targeted efforts to enhance recruitment</li> </ol>

<b>Pharmacy Technician Program Measures</b>	<b>Target (year 1)</b>	<b>Actual</b>
Enrollment Year 1	10	0
Graduation	≥90%	NTA
Placement	≥90%	NTA
<b>Advanced Cardiac Sonography (ACS) Measure</b>	<b>Target (year 1)</b>	<b>Actual</b>
Enrollment Year 1	1	0
Graduation	≥90%	NTA
Placement	≥90%	NTA

Qualified Clinic Instructors hired at both sites	NTA	NTA
--	-----	-----