



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:

Midwest Maternal Child Institute

II. PLANNING ELEMENTS

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

The Midwest Maternal Child Institute's (MMCI) mission is to train Certified Professional Midwives (CPMs) and Maternal Child Health Specialists as servant leaders who are engaged in the larger context in which maternal child health care is provided, and who will act with the integrity and purpose necessary to provide quality care to women, children and their communities.

Through the Certified Professional Midwifery Associate Degree Program, MMCI prepares students to become CPMs who will be able to work as midwives in birth center, hospital and home settings. Through the Maternal Child Health Specialist Diploma Program, MMCI prepares students to become Maternal Child Health Specialists who will be able to work as experienced doulas, childbirth educators, and birth assistants for Certified Nurse Midwives (CNMs) and family practice physicians, and as Maternal Child Case Managers.

MMCI also offers a Perinatal Educator Certificate Program, which trains students to become childbirth educators, labor support & postpartum doulas and peer lactation educators.

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.

MMCI prepares students to become Certified Professional Midwives and Maternal Child Health Specialists who will be qualified to work as: Midwives, Birth Assistants, Professional Doulas with high level skills, Breastfeeding Peer Counselors, and Maternal Child Case Managers. These programs also provide professionals with a greater understanding of maternal child health that will enhance their careers in the areas of: Public Health, Social Work, and Women/Gender Studies.

Currently MCHS students are required to complete 31 credits and clinical work. CPM students are required to complete 61 credits and extensive clinical work. Both programs include lectures, labs, reading, assignments and skills, didactic exams and a final exam with a score of 80% or better. Classes are taught by a variety of experienced educators and providers who specialize in the module's content.

Our market is comprised of those who are already working in birth professions and want more training and those who want to begin a career in the birth professions. We draw students from

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.

Mary Sommers: Academic Affairs Director, Laura Ehmann: CEO and Student Affairs Director

Faculty work under the direction of the Academic Affairs Director. The Academic Director facilitates the relationship with students and clinical preceptors, provides curriculum, oversees module content and delivery and provides oversight for the academic team. The Academic Affairs Director is responsible for delivering learning objectives and appropriate learning material for modules. The Academic Affairs Director works with faculty to create appropriate projects and assignments.

The CEO and Student Affairs Director is responsible for providing financial management leadership, day-to-day administrative operations and service and support for students, as well as assisting with curriculum development.

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.

D. SWOT ANALYSIS *(continued)*

Strengths:

- The Certified Professional Midwifery Program and the Maternal Child Health Specialist Program are unique in that they offer a comprehensive birth programs that include not only birth-centered classes and clinicals, but courses in the history, social science, aesthetics and science of birth.
- MMCI is partnering with Harambee Village, a collective of birth professionals who support underrepresented women and families through both birthing services and community advocacy, to train midwives of color.
- Students learn from a variety of highly qualified instructors who are contracted to teach modules in their areas of expertise.
- MMCI is a small school that teaches one cohort at a time. Therefore, students receive more individual attention and instruction.
- MMCI offers flexibility for those students who are working and/or have a family because students meet once monthly for a weekend intensive.
- MMCI has made great strides in recruiting persons of color into our programs, especially for the 2022 CPM Program.

Weaknesses/Areas for development:

- Many students have economic backgrounds that limit their ability to afford the program tuition. Although MMCI has had some success in obtaining grants that fund student scholarships, more grant

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

Although, the consequences of the Covid-19 pandemic continue to be felt by students, administration and faculty, MMCI's foundation is a solid one. We will continue to offer high quality birth-related training to students, which will be significantly enhanced when the Certified Professional Midwifery Program is nationally accredited by MEAC.

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:
Laura Ehmann, Student Affairs Director

Date:
August 12, 2023

INSTITUTIONAL SYSTEMS

