

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:

Upper Iowa University

II. PLANNING ELEMENTS

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

Upper Iowa University's mission is to provide quality educational opportunities accessible through varied delivery methods to inspire success and empower lives. Our vision is that Upper Iowa University will be known for academic excellence and continual innovation in student-centered learning. Our core values are integrity, excellence, accessibility, respect, and stewardship.

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.

Upper Iowa University provides undergraduate and graduate level education for a diverse group of students, including a large population of military personnel. Students seek out UIU for the flexible delivery options, ease of transferability of credits and supportive learning environment. The unique two-at-a-time course schedule is also attractive to potential learners. Courses are offered in five-8 week sessions and one accelerated 6 week summer session. The University has a public website where students may obtain information on available majors. Additional advertising is done through printed brochures, radio and newspaper advertising, digital marketing and professional recruitment staff. The main competitors of Upper Iowa University in the state of Wisconsin include small, private colleges with adult focused programs, many online institutions marketing toward non-traditional students, and state institutions.

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.

As of June 1, 2023 we have closed our centers locations in Wisconsin and are therefore, moving to inactive status. Most students were already taking most of their classes online and have been transitioned to our online advisors.

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 include multiple, flexible delivery options, adjunct faculty pool with real-world experience in the work force, and the addition of Simple Syllabus technology. Weakness includes declining enrollment reduces the number of elective course options available to students and continued shifts in trends from in person to online course preferences of students. Threats include continuance of decreased face to face enrollment, static funding for marketing due to budget constraints, and state institutions offering discounts on tuition. This has led us to the decision to close all Wisconsin Centers at this time and offer no face to face classes in Wisconsin. Students have been enrolling in online courses and will be transitioned to online advisors.

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.

Upper Iowa University will reevaluate the feasibility of offering face to face courses at the locations that were closed as of July 1, 2023.

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:
Kathy Franken, Interim President and CEO

Date:
9/12/2023

INSTITUTIONAL SYSTEMS

