

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
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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:

WyoTech

## II. PLANNING ELEMENTS

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

WyoTech is dedicated to the provision of an interactive learning environment created to support the professional career development of our students. The school was established to provide quality education and training designed to meet the needs of both students and employers. The school serves a diverse student population focusing on those who are seeking to acquire the education and skills necessary to enter their chosen career field. To achieve this, the school is committed to excellence in the following areas:

- The utilization of effective technology and teaching methods
- The presentation of relevant career focused educational programs
- Ongoing collaboration with businesses, employers and professional associations in the design, delivery and evaluation of effective programs

The provision of career development support services to students and graduates which assists them in securing employment in their chosen field.

**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.

Our target customer exhibits four primary characteristics: 1) They are dependent students, 2) They have the support of their parents and or guardian or other family member, 3) They have a sincere interest in the career fields in which we train, 4) They are willing and prepared to leave home and to work hard while attending WyoTech, meeting the schedule and standards we demand of our students. WyoTech utilizes social/digital media, pod cast guest features, internet, high school presentations, and some local/regional events, marketing will continue to emphasize our core values and vision for the School and advertise our value proposition.

Our primary competitors are post secondary schools providing similar trades education.

Our focus on professional workplace behaviors and soft skills are an important aspect to education. That along with the length of our programs (1440 instructional hours in 9 months) differentiate us from our competitors. Additionally, we are a trade school with provided, on campus, student housing.

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**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.

WyoTech's management team consists of a Campus President, VP of Operations, VP of Enrollment Services, VP of Admissions and Marketing, Director of Education, Director of Career Services, Registrar, Training Director, Program Coordinators, and Housing Manager. Meetings are held weekly to identify any issues that need to be addressed as well as providing updated information on the status of the campus. Daily communication also happens amongst managers as they work together to ensure policy and procedures are in place and fully implemented. Management team has years of experience within higher education. Weekly meetings review current operations and future strategic planning.

The School holds in person Program Advisory Committee meetings once a year with a follow up six months later. These meetings are comprised of community members, industry professionals, and employers. Discussions are held to review our curriculum and tour our facilities. Input is provided on what requirements and standards are used in the industry and taken into account when evaluating and adjusting our methods and curriculum.

WyoTech hosts quarterly career fairs with employers that offer industry related feedback on curriculum and student success.

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**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:**

WyoTech continues to have a positive reputation within the transportation industry and a highly dedicated, knowledgeable and experienced staff. WyoTech continues to hire instructors with strong industry experience to keep the student/instructor ratio low between 10 and 15. The school continues to grow its employer network for student with 2360 employers, 1778 alumni and 538 students currently in our College Central Network database. The number of employers attending the quarterly career fairs continues to grow (95 employers attended the career fair held in July and completed over 1000 interviews in two days).

**Weaknesses:**

WyoTech growth is dependent on the availability of well-qualified admissions, administrative and instructional staff. It is difficult at times to recruit staff to a small, rural town in a northern tier state. The campus' proximity to the mountains and recreational opportunities helps overcome this weakness.

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

Opportunities:

WyoTech is poised to expand due to the increase in student enrollments. The school's leadership is continuing to look into the feasibility of adding new Welding and Heavy Equipment programs. WyoTech has also completed an additional 90,000 Sqft of space that has provided extra classroom, show and office space.

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

WyoTech is still on track to meet our exceed its previous operational goals.

Revenue goals for end of years: 2020 \$10.5M, 2021 \$15M, 2022 \$20M, and 2023 \$24M.

Population Goals for end of years: 2020 420 students, 2021 575 students, 2022 650+, and 2023 1100 students.

The school continues to use CANVAS to create more technology forward learning materials.

WyoTech continues to improve its students' experience from before enrollment to after graduation by improving campus visit and increasing post graduation career support. The school desires to provide an exceptional school experience from start to finish.

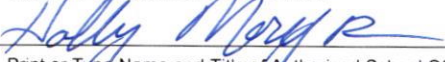
WyoTech continues to host quarterly instructor visitations with Snapon certification and tool provision along with annual summer seminars.

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**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:

Holly Morgan Compliance Manager

Date:

8/04/2023