

INSTITUTIONAL PLANNING

Wis. Stats. 38.50 (10) (a)
Form EAB 1.10 (Rev. 02/12)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL BOARD
201 WEST WASHINGTON AVENUE, 3RD FLOOR
MADISON, WI 53703
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The Educational Approval Board (EAB) 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 EAB requires schools to submit evidence appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAB and school officials to engage in a dialogue over time about the 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 EAB 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:

All American Training Institute

II. PLANNING ELEMENTS

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

The All American Training Institute's (AATI) mission is to provide exceptional training to individuals choosing to change industries or improve their skills within their current field. Through hands-on instructor training individuals will leave AATI with the skills and knowledge needed for success. AATI's staff is here for each student during and after training. AATI's mission is not only to train you, but to also support your future success.

A ATI's values consist of hard work, dedication and accountability. The staff at AATI are committed to working hard to ensure each student receives the best training experience and are able to apply their new found knowledge.

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.

AATI is a vocational training center focusing on educating individuals who wish to start a new profession or improve upon their current employment. Potential customers will be individuals within trade related industries. Customers will be motivated to enroll in our courses because of the hands-on, technical approach we utilize in class and will also be motivated by the support system we will provide after they graduate. Customers will be made aware of our business through internet searches, word of mouth and an advertising campaign.

Our school's competition will be Professional Home Inspection Institute, US Career Institute and American Home Inspector's Training Institute (AHIT). AATI is different than these other schools as their main focus is on distance learning while our focus is on hands-on, classroom training. AHIT is the only competing provider that offers classroom training, however it is only a short three or five day classroom course combined with online training.

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.

AATI is managed by Scott Newcomer, his wife Amy Necomer and Catherine Cooper. Scott has been performing home inspections since 1988 and has conducted countless home inspections. He was the founder of a national home inspection franchise company and Newcomer's Home Inspection Service Inc. Scott was also the co-founder of American Home Inspectors Training Institute and currently owns and operates House to Home Inspection Services. AATI's management staff strives on making the company effective and efficient. Amy Newcomer is currently pursuing a degree in marketing and Catherine Cooper has a master degree in higher education leadership. The management team will lead and administer to position the school in the top of the industry and will continue to add additional course options and support.

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.

1. To add additional classroom and hands-on courses to provide more options for students.

The intent of this goal is to offer more options for students who can not attend 8-days of class. Also, this would provide an option for online students to add on in-field training to enhance their education experience.

Update: Due to COVID we were able to offer our classroom course live through Zoom in more locations across the country.

2. Recruit additional instructors to better serve our students.

Adding additional classroom courses will require the employment of additional Wisconsin home inspectors to become instructors. Their role will not only be to teach the courses but also to provide student support and review student reports.

Update: We are actively pursuing adding inspectors to instruct our courses.

3. Obtain additional postsecondary approvals in other states.

To grow the institution AATI will apply for postsecondary approval in additional states starting with Ohio. The Ohio application is under review.

D. SWOT ANALYSIS *(continued)*

1. Expand other course offerings such as public adjusting training. Scott's extensive knowledge in the disaster relief (public adjusting) inspection process makes this offering an excellent second offering.

Update: This is still in progress, with an anticipated date of submitting the public adjusting course to the EAP for approval this fall.

2. Add classroom continuing education courses for home inspectors. Currently the only offerings for home inspector continuing education are offered only online or through inspection conferences that are extremely expensive for a home inspector to attend.

Update: This is still in progress, with a focus of using smart classrooms to reach more individuals.

3. Work in conjunction with college contacts to enable our course curriculum to earn college credits under the colleges' building and construction management degree programs. This will add additional value as well as allow individuals to utilize tuition assistance programs.

Update: We are still partnering with colleges across the United States.

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

Five years from now AATI will be the leader in home inspection and public adjusting classroom training. In five years AATI will have curriculum approval in each state that requires home inspector and public adjustor pre-licensing education required for licensure. AATI will also have a robust continuing education library to offer licensed individuals.

Update: AATI is approved in NC and KY. At this time we will not pursue NV and NJ.

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:
Scott Newcomer

Date:
08/21/2020

INSTITUTIONAL SYSTEMS

