

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:

California Coast University

II. PLANNING ELEMENTS

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

California Coast University's mission is to offer quality, affordable, flexible, online undergraduate and graduate educational programs that are valuable both personally and professionally to our students. With programs that are comprehensive, current and supported by qualified faculty and staff, we are committed to keeping pace with the needs of an everchanging marketplace.

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.

California Coast University was founded to meet the needs of qualified, highly motivated persons whose geographic, professional, or personal time constraints keep them from completing their education in traditional, on-campus programs.

California Coast University offers accredited self-paced online study with affordable tuition.

Why students enroll at CCU: flexible programs, interest-free payment plans, no group projects or set meeting/exam dates, no in-person classroom requirements, qualified faculty and staff to assist students, academic credit for previous work experience/training, tuition discounts for the following applicants - government employees, law enforcement employees, firefighters, active duty military, military veterans, and CCU degree graduates.

California Coast University runs digital marketing campaigns, social media ads, and print advertisements. CCU is also active in the community, attending conferences and has corporate partnerships.

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.

The Interim President/CAO and Executive Vice President work together to oversee all aspects of the University. The Chief Academic Officer oversees all faculty, curriculum development, and student learning outcomes. The Compliance Specialist oversees all accreditation matters, state and federal compliance, and overall institutional success. Each department has a manager or director who oversees employees and the efficiency of the workflow within the department. The management team meets monthly to discuss all institutional operations.

The Chief Academic Officer and the Associate Dean of Academic Affairs oversee the University's Advisory Council , which consists of industry professionals in fields related to the programs offered by the University. These individuals review coursework and curriculum to ensure that the University's offerings are always current and relevant.

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.

Strength: Excellent faculty and staff resulting in highly satisfied students and graduates.

Goal: Continue to support staff efforts and monitor student feedback, continued staff and faculty training, professional development, and institutional research.

Results: Focus on training and professional development continues and students and graduates continue to report high satisfaction rates.

Strength: Employee Stock Ownership Plan (ESOP) - CCU has been employee owned since 2017.

Goal: Continue to build a strong employee owned institution by improving employee engagement through additional training and the Employee Engagement Committee.

Results: The Employee Engagement Committee continues to attend ESOP learning activities, provide additional information and knowledge to their co-workers, and focus on improving employee engagement and morale.

Strength: Flexible organizational structure that allows for modifications and changes to enhance educational programming.

Goal: Maintain a strong, flexible team of educational professionals open to modifying the delivery of educational programming through institutional research, enhanced educational materials, the use of technology, website design, marketing, etc., for best practices.

Results: Stay informed and up to date on changes in the field of education and delivery methods.

Weakness: Limited transfer options for graduates interested in regionally accredited programs

Goal: Form partnerships with regionally accredited institutions to increase opportunities for CCU graduates and renew The Coalition for Student Opportunity and Success to support legislation for transferability between institutional (previously nationally accredited) and regional accreditation.

Results: Renewed membership with CSOS and will continue to support legislation for transferability between institutional and regional accreditation due to the Department of Education ruling that distinctions between regional and institutional (previously nationally accredited) accrediting agencies are unfounded.

D. SWOT ANALYSIS *(continued)*

Weakness: Staff longevity creates aging management and staff, which necessitates a focus on succession planning.
Goal: Create opportunities to develop staff members and groom for advancement.
Results: Cross training occurs within departments and employee skill sets continue to grow.

Opportunities: Monitor technology and programming to enhance the delivery of educational offerings.
Goal: Continual research on technologies to enhance our educational programming and continue to update educational and learning resources which allows for more student interaction opportunities.
Results: CCU revises its learning material and delivery of educational instruction as needed, to keep up to date with current trends.

Opportunities: Increase the number of states where CCU is approved/ authorized.
Goal: Create additional enrollment opportunities for the potential students who inquire.
Results: The Compliance Specialist will continue to apply for approval/authorization in states to increase enrollment opportunities.

Threats: Increase in potential cyber attacks as we are an online learning institution.
Goal: Employees are aware of potential risks and trained against attacks.
Results: All employees have monthly cybersecurity training, and the Director of Management Information Systems has processes in place to prevent such attacks from happening.

Threat: Institutional (previously nationally accredited) vs Regional accreditation
Goal: No longer a distinction for where courses or a degree is completed, as long as it is accredited.
Result: Continue to promote the Department of Education final regulations stating that the Department will no longer distinguish between regional and national accreditation.

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

Five years from now, California Coast University will still be competitive in the online learning marketplace. Generalized programs will be revised and curriculum will cater more to the specific needs of each industry. Online systems will be updated ensuring the University stays current and user friendly for the students. Tuition rates will still be affordable and students will still be enjoying the benefits of graduating debt free.

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:

Rachel De Armond

Print or Type Name and Title of Authorized School Official:

**Rachel De Armond
Compliance Specialist**

Date:

8/27/2024

INSTITUTIONAL SYSTEMS

