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:
The Chicago School

II. PLANNING ELEMENTS

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

Mission: The Chicago School educates the next generation of change-makers in innovative theory and culturally competent practice to strengthen the integrated health of individuals, organizations, and communities.

Vision: The Chicago School seeks to be a global leader in increasing accessibility to expert, integrated, culturally competent care within all communities and organizations.

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.

See Attached for section B

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.

See Attached for Section C

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

1. Established reputation: 45 years of experience in professional education
2. Diverse program offerings: Over 40 programs across multiple disciplines
3. Geographic reach: Four metropolitan campus hubs and a strong online presence
4. Practitioner-oriented approach: "The Chicago School Approach" combining education, innovation, community, and impact
5. Strong community partnerships: 1,100+ organizational partners providing real-world training opportunities
6. Focus on cultural competence and diversity in education
7. Clear mission and vision aligned with market needs in integrated health
8. Structured governance with clear roles for faculty and administration

Weaknesses

1. Potential over-reliance on specific professional fields (psychology, counseling, behavioral sciences)
2. Complex competitive landscape varying by location, discipline, and degree level
3. Ongoing need to adapt to changing student demographics and preferences

D. SWOT ANALYSIS *(continued)*

Opportunities

1. Development of the Illinois College of Osteopathic Medicine to address physician shortages
2. Expansion into new markets or disciplines within integrated health
3. Leveraging technology for enhanced online and hybrid learning experiences
4. Capitalizing on growing demand for mental health professionals
5. Developing shorter, more cost-effective pathways to degrees
6. Expanding competency-based degree programs
7. Continued focus on cultural competence to meet diverse community needs

Threats

1. Increasing competition in the professional education space
2. Potential enrollment crisis as mentioned in strategic planning
3. Changing regulatory environment for higher education
4. Economic factors affecting student ability to pursue graduate education
5. Rapid changes in technology and job market demands requiring constant curriculum updates
6. Potential saturation of job markets in core disciplines

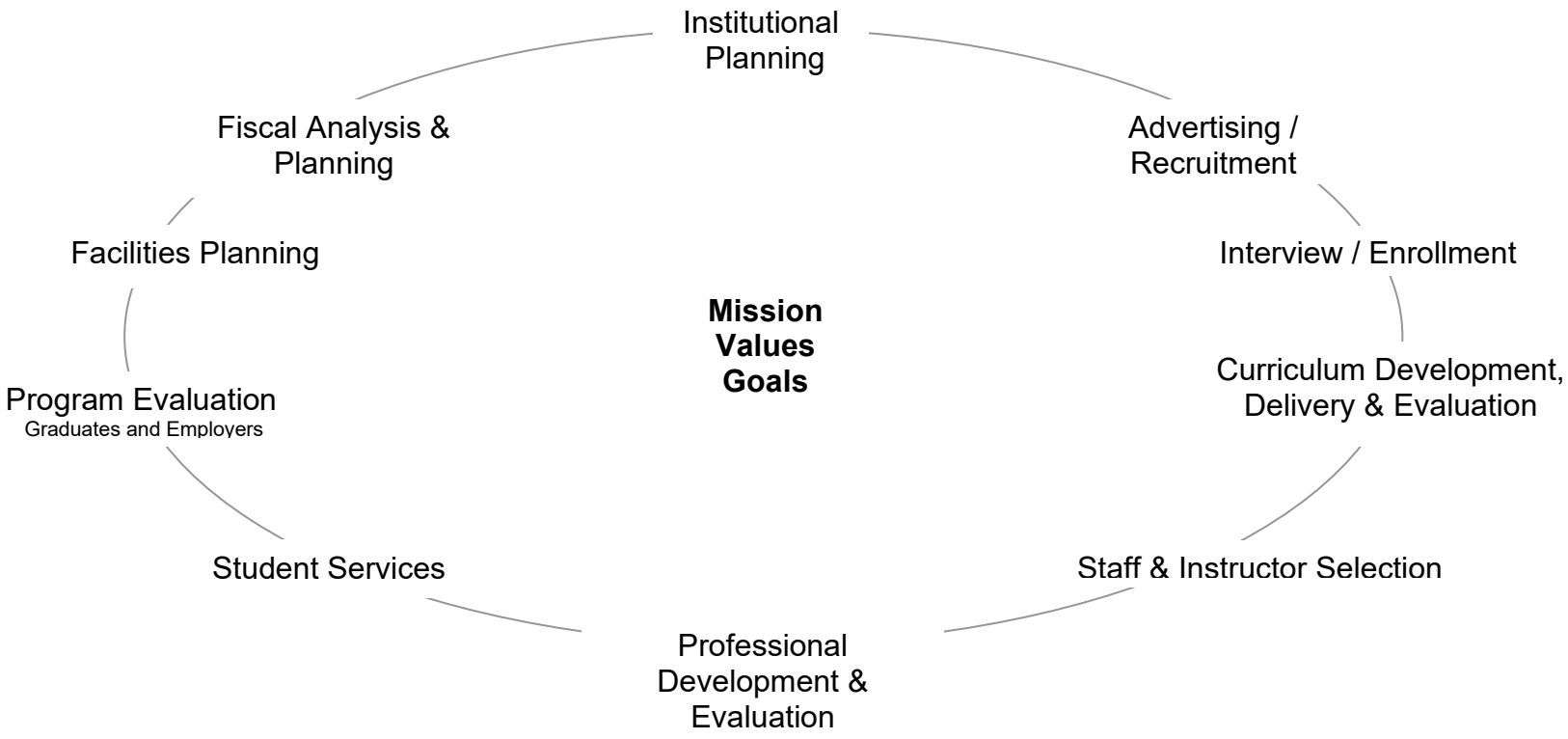
E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

See Attached for Section E

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:
Melea Fields

Print or Type Name and Title of Authorized School Official:	Date:
Melea Fields	8.21.24

INSTITUTIONAL SYSTEMS