

# INSTITUTIONAL PLANNING

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Form EAB 2.04 (New 2/09)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL BOARD  
30 W. MIFFLIN STREET, 9<sup>TH</sup> 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 an institutional plan during the annual renewal process. Although similar to a strategic or business plan, the institutional plan schools must submit 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 in the institutional plan. Institutional plans must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

**Neway Directions, Inc.**

## II. INSTITUTIONAL PLAN ELEMENTS

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

Neway Directions, Inc. is dedicated to building a productive workforce by providing individualized, comprehensive training and support to advance each individual's professional skills, competence, and confidence.

We believe that learning is an ongoing process, and offer a variety of courses designed to help individuals and businesses succeed in today's professional environment. With Neway Directions, teaching, assessment, evaluation and planning for the future occur at every stage of the learning process. Our approaches to ensure successful learning are: self-paced, hands-on learning, an individualized approach to training, small class sizes, with instructor-led classroom education, computer-based instruction, "Mastery learning" - we make sure individuals master one level before moving on to the next.

Know More... Do Better! Here at Neway, we specialize in providing the knowledge you need ~~today and showing you how to use it to do better tomorrow.~~

**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.

Neway provides computer and clerical training on an individualized basis. We stretch beyond traditional training options to offer our students and clients flexible learning programs that meet their needs. Our client base primary comes from the Job Center and the majority of clients from DVR (Department of Vocational Rehabilitation), private students, and business to business training. Our small classes and individual attention set us apart from other training facilities. Because many of our students have been out of the workforce for a substantial amount of time and have significant barriers to employment we become a "safe place" to see if a person is "job ready".

We "advertise" to the Job Center and let them know of our training options. There doesn't seem to be a direct competitor to Neway, however, many of our classes can also be taken at

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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.

Coming off of covid has been difficult - with the economy as it is many people are able to get jobs on their own without training. Neway has experienced this in the past ups and downs of economy. We are currently doing some remote and hybrid training.

Neway Directions technically has two management people - the President and Vice President. Major discussions dealing with Covid. Virtual/online learning and hybrid learning. We meet quarterly to discuss the position of the school including concerns, staff, what's going well, curriculum, equipment, etc. Because of the small staff input from them is vital to our success.

Neway continues to stay in touch with a couple of the past LEAP advisory committee members on an as needed basis. I also have a list of "informal" advisors that I can contact anytime. These resources are in accounting, management, marketing/advertising, HR, EAB, school advisors, etc. are priceless to Neway because we don't have those "experts" on staff.

Jenna Ruehlow, President continues to assist The Business Forum, which has been an excellent opportunity to get to know many business professionals in the community. Again,

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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.

### Opportunities

2023 - A new location could be an opportunity - how much space makes sense? Continue to see how remote training is working.

2022- Figuring out how to meet employer needs and how we can assist with that. Working on customer service training option.

2021-- Continue to try to bounce back from Covid - lower referrals. Many students are high risk health wise so believe this is part of it. Also, then looking for remote work and may not have the skills for that type of work. Continue to talk to advisors to see how we can help meet employers staffing needs.

2020 - We had a stable group attend from July-Dec. Referrals have been coming in, but not much follow thru. Not sure if covid related or other barriers. Advertising facebook, job center, and community. Using zoom and teams for meetings, seems very disconnected

2019/2020 - Covid has hurt our current program, but trying to think outside of the box for training options. We are open and socially distancing. Neway continue using facebook ads and working with an SEO company to increase Neway visibility on the web - trying to reach our potential students at the time they need training is a struggle. Neway has been working with WorkSmart program in 2016 and hopes to increase our partnership in 2017.

1. 2017 contracting with the SEO company has been good for visibility. Utilizing Facebook

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

**WEAKNESSES**

2023 - Neway continues to have low enrollment or a person attends 1 day and doesn't return due to disability or life is too much. We believe this is due to the economy being a job seekers market. Also, just found out we may need to move in Spring 2025.

2022- Neway is still trying to figure out what training will look like due to Covid and the economy. If someone wants a job, they don't need to train to get one, which hurts enrollment. Continue to use hybrid/remote training as an option.

2021 - Hybrid and online learning is difficult with new computer users - it's hard to learn how to use the computer from a computer. In person training is definitely the preferred method for most people.

2019/2020 - Covid has hurt our training program. Many students are new to the computer and learning the computer from a computer is difficult. We are open and socially distancing, but don't know if we will be able to continue to do that. continues to be issue...Heavy caseloads continue to be cumbersome at DVR with communication, also many referrals that do not seem to be job ready with significant disabilities (including retention issues). Researching techniques to assist students with these struggles is increasing with time. There are more places people can access computer training and some of it is "free". Many times students come to Neway after they attend some of these trainings.

1. Reporting/Meetings - More and more phone conferences are being done, but this

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**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.

2023 - We will be open 35 years in 5 years. Many unknowns at this time, move?, how big of space if we do move? Do we offer remote training only or get a different space? Neway Directions will be in operation for 34 years five years from now. Neway has found a niche in the Madison market with individualized training and would like to continue meeting those needs in the community. Continuing to meet the needs of Employers in the area and continually updating our technology, curriculum, presentation, and staff skills will be continued. Researching adding either direct health care program or medical option add-on to the computer/clerical program. 2022 - Some of our students continue to be concerned about Covid due to being high risk. 2020/2021/2022 Many of our students are new to the computer and scared to come into Neway due to Covid - difficult to learn the computer by using the computer. Just started virtual/online. 2020/2019 Enrollment continues to be low for the computer training/Covid seems to continue to be an issue and now with the Delta variant concerned about how that will impact enrollment and jobs. Implemented an online training option - will know more in 1-2 months how that is working. 2019/20 Biggest hurdle this year will be figuring out how to train and job search during Covid. 2015 - working with hospitals to

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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.*

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Signature of Authorized School Official:

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Print or Type Name and Title:  
Jenna Ruehlow

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Date:  
8/22/2024

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# INSTITUTIONAL SYSTEMS

