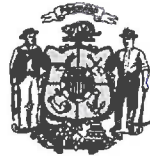


INSTITUTIONAL PLANNING

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:

North Country Heavy Equipment School

II. PLANNING ELEMENTS

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

The mission of North Country Heavy Equipment School is to provide high quality, effective, and safe educational programs. The school currently specializes in training heavy equipment operators and utility line workers. We are committed to the industry's next professional heavy equipment operators and electrical line technicians. We are committed to making sure our program coincides with industry recognized best practices through updated equipment, safety, and professional instruction.

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.

North Country Heavy Equipment School is focused on two primary programs, heavy equipment operation and electrical line technician training. Our customers learn to operate industry equipment that is used at most job sites including; residential, commercial, construction, and industrial contracting. Many customers choose us because of our 26 years in instruction and accreditation through the National Center for Construction Education and Research (NCCER). Many customers also choose us because we work with many employers that hire our students right out of school and the job opportunities that come with the certificate. Our best form of advertising to customers is simply positive word of mouth. By giving our existing students that best experience and training possible they will tell others about their experience, and they will want to take part in what the school has to offer. There are a few competitors in this area including tech colleges, universities, and other private schools. We are different from them because we have decades of experience, have better equipment, and smaller classes giving more one on one time. We also separate ourselves by our metrics of success. We are successful as a training provider when our students are successful.

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.

Josh Barron - School Director

Kyle Barron - Director of Admissions

Emil LaFave - Head Certified Instructor

Dennis Johnson - Certified Instructor

Don Cugini - Certified Instructor

Kat Paquin - Administrator

Jacob King - Advisory Board Member

The School utilizes an Advisory Board to help with the future and direction of the School. This consists of Carol Berquist Ph.D., Robert Larson (Owner of Larson Land Services LLC), Kyle Barron, Josh Barron, Eddie Brunette (Brunette and Sons Excavating) and Jacob King. At this annual meeting the curriculum is reviewed, enrollment and job placement discussed, and the evaluation report presented. The Advisory Board also reviews the Student Catalog, and offers suggestions aimed at continual improvement.

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.

SWOT Analysis - 2024 Update

Strengths:

1 - North Country Heavy Equipment School has been around for 25 years specializing in heavy equipment operation. Having trained thousands of students in that time we have learned through experience the most effective and efficient ways to teach the next generation of professional operators. We are one of the oldest heavy equipment operator schools in the country. We have recently started an Electrical Lineman Training program and believe it will be a success as well.

2 - North Country Heavy Equipment School is NCCER accredited since 2022 giving us national credibility.

3 - NCHES is always striving to be on the edge of technology and innovation and recently went to the world's largest heavy equipment expo (CONAG EXPO) in Las Vegas, NV where we learned so much information and have brought it back to the school for advancements and improvements.

Weaknesses:

1 - Our location is a weakness being in the Upper Peninsula of Michigan. We strive to pull people from around the midwest however people naturally prefer training geographically close to home.

2 - Our advertising is minimal and because of this I know we don't have the enrollments we otherwise would. We are trying to do more advertising throughout the midwest to give us more reach.

3 - Many heavy equipment operators and utility line workers require apprenticeships. As a School we do our best to get our students employed however getting into an apprenticeship can be an arduous

D. SWOT ANALYSIS *(continued)*

Opportunities:

- 1 - There is a larger push for safety in the construction, mining, and lineman industries pushing people to go to School for heavy equipment operation and lineman other than on the job training.
- 2 - There is a opportunity for increased enrollments as more young people are looking at the trades as a viable career option.
- 3 - The brand new Electrical Line Technician program the School started is a great opportunity for the school. This program is designed to set individuals up for success in a lineman apprenticeship. Many of these programs around the Midwest are booked up for years and this is a very high demand industry and great opportunity for the School

Threats:

- 1 - Overall we have worked well with the Operators union however they some people in the union that don't give the credit to operator training programs like ours like they should.
- 2- Sun Prairie is has taken enrollments from us because they are geographically closer to some aspiring students.
- 3 - Funding for students goes up and down making it more difficult for students wanting to get into heavy equipment operation.

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

In five years the School will continue to advance and grow trying to become the best heavy equipment operator program and lineman training program in the country. Some things to make that goal more attainable is not just working with the operators union and the IBEW but by becoming an official training partner for them. We have secured a partnership with the IBEW who is going into each of the lineman classes to talk about the union and getting into an IBEW apprenticeship. We have had great discussions with the operators union and have had many graduates go with them over the last year. Also in five years we would like to double the student enrollments that we see today. On average we are seeing about 100 students come through the school and would like to see that number double. Next, we want to have the best instructors we can have by offering great pay and benefits attracting great talent to our organization.

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:
Kyle Barron, Director of Admissions

Date:
8/12/2024

INSTITUTIONAL SYSTEMS

