



**STATE OF WISCONSIN**

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:

PDH Academy LLC

**II. PLANNING ELEMENTS**

**A. MISSION.** Describe your school's mission and vision, which identifies its purpose and its core values. Our mission is to provide hassle free, cost-effective pre-license education that will allow our students the ability to get their license, renew their license or provide them with the skills needed to get started in a new career.

**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. We train and offer a self-paced, pre license education for home and building inspectors. We support those individuals who are looking to start a new career in home inspection. We provide them with the training, support, and mentorship needed to begin the next phase of a home inspection career. Our potential customers are people who have a passion for helping others, have an interest in real estate and have general knowledge of the trades. Some of our potential students will already be in a trade related to the home (e.g. contractor, electrician).

Our primary way to let customers know we are in business will be through online pay-per-click advertising which will take them to our website. Once we are more established, referrals from graduates will also be an avenue for new business.

There are a wide variety of competitors in this market, both online and onsite - PHII, Allied, Penn Foster, AHIT, Kaplan, to name a few. Our main difference is in our affordable tuition, instructor led videos and the ability to provide a full training portfolio to include mold, radon and commercial inspections, and building codes.

**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. Our management team consists of 3 owners who have a combined 60 years of experience in the field of distance education. In addition, our Sr. Director of Skilled Trades and Professional Occupations and her team have many years of experience with online education and working with regulatory boards. With their expertise and collaborations with various marketing, technology and customer service professionals, they are able to provide quality, cost-effective, and hassle-free education with continuous updates and innovations to their program to add value to the customers' experience. These innovations come from being up to date in the field, as well as getting feedback from customers.

**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 -**

Opening up new channels of the market to be able to serve more students.

Partnering with subject matter experts to keep content up-to-date.

Trained student services/customer service available

Additional staff in professional areas such as compliance, technology, marketing and customer service

**Weaknesses -**

No classroom courses offered

Keeping up with fluctuations in market demands

Not having national offering in all 50 states

**Opportunities**

Opportunity to attract talented professionals to join a strong growing company

Company growth with increased market opportunities (job outlook)

Company growth with increased brand recognition/reputation

Opportunity to build one of the best educational experiences for students throughout the country

**Threats**

State regulation changing all the time

New competitors coming into the market every day.

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

##### Threats

Losing market share to more established competitors  
New competitors coming into the market  
Housing/Commercial market change, Economical changes

##### Goals

1. Over the course of the next year we will continue to seek approval for our program so it is accessible to students nationwide.
2. Maintain high standards while hiring administrators, instructors, and student service staff for anticipated higher enrollment.
3. Continue to provide up to date material and technological support for our students.
4. Growth in this market over the next 5-10 years is potentially high, continuing to develop curriculum and evaluate program delivery annually to eliminate the risk of competitors taking market share.
5. Become more involved with national home inspector organizations (e.g.ASHI) to help set and promote professional standards for home inspectors and in turn our program.
6. Semi-annual meetings with management are held to discuss the effective systems and non-effective systems in the school's procedures and systems.

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

Our plan for the next 5 years is to continue to provide the highest quality and most up to date education possible at the best price. We will be expanding in several states and become a nationwide provider of pre license home inspection courses.

We are currently expanding nationwide and will be focusing more on the state of Wisconsin in the next 2 -3 years.

### **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:

*Sara Glassmeyer*

Date:

08/29/2023

Print or Type Name and Title of Authorized School Official:

Sara Glassmeyer

Fiscal Analysis &

Planning

Facilities Planning

Program Evaluation

Graduates and Employers

## **INSTITUTIONAL SYSTEMS**

Institutional  
Planning

Advertising /  
Recruitment

Interview / Enrollment

**Mission  
Values**

**Goals**  
Curriculum Development, Delivery & Evaluation

Student Services Staff & Instructor Selection

Professional  
Development &  
Evaluation