

# 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:

Recording Radio Film Connection & CASA Schools

## II. PLANNING ELEMENTS

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

Recording Radio Film Connection & CASA Schools is dedicated to provide career-focused, post-secondary educational programs that are structured for online delivery with an industry focused externship to serve our diversified student population. Students are prepared for professional opportunities and career success in the fields of recording, radio, film and culinary arts.

Recording Radio Film Connection & CASA Schools programs are consistent with the School's mission in that they provide career focused programs with an industry focused externship that prepares our students for work in their respective fields.

**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.

Recording Radio Film Connection & CASA Schools has a long tradition of preparing students for careers by providing a challenging educational environment that responds to changing technologies and the needs of the marketplace. The school is proud of its history of providing graduates with the creative and technical skills demanded by today's employers. The School has developed a unique and proprietary method of learning that has been proven to be more affordable and effective for breaking into the recording, broadcasting, film and culinary industry. Customer demographics show our current students are in an income range from \$30,000 to \$40,000.00. Research shows RRFC is drawing more younger students in 2023. About half of the students are recent high school or college graduates who normally live at home with their parents and have a disposable income. Research shows that these students are concerned about being in student loan debt for an extended period of time. In addition, they have shopped our competitors' programs and have concluded that these programs are 3 to 4 times more expensive than Recording Radio Film Connection & CASA Schools. Our websites showcase our programs, student assessments and student successes.

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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.

President, Chairman of the Executive Committee - Oversees the holistic approach of the overall performance and outcomes of the institution.

Chief Executive Officer, Chief Operating Officer and Chief Academic Officer - refers to the person (s) responsible for the overall administration of Recording Radio Film Connection & CASA Schools business operation, including finances, management, personnel, and contracting for goods, services, or property. In addition, academic affairs include the supervision of the Director of Academics.

Chief Financial Officer - refers to the person primarily responsible for budgeting, monitoring receivable and payables along with the preparation of the financial statements.

The School's administrator, Tommy Lee Kirby, is directly responsible for the operational management of the School's academic affairs, student services and business and administrative services. educational and/or work-related experience related to their related area of responsibility.

Director of Academics, is directly responsible for the overall monitoring of student academic progress and confirming qualifications of the instructional staff.

Chief Compliance Officer - refers to the person primarily responsible for maintaining and obtaining regulatory approvals, reviewing and finalizing all marketing, publications and social media productions.

The School maintains administrative staff in sufficient number and quality to assure an understanding of and identification with the goals and purposes of RRFC and its programs, the continuity and

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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.

Addressed by the School - Strengths:

The 2023 has continued providing longevity of key staff. RRFC has retained 100% of the instructional staff. This has promoted a more cohesive implementation of processes, procedures and policies along with a true team environment. Achieved - Measure Bi-Annually

New Positions have been developed with specific roles and responsibilities previously assigned to other positions. An additional position was implemented on 2023, a Director of Academics has been named. This position provides additional support to the instructional staff and student population. Achieved - Measure Quarterly

Incorporated Mentor Surveys which address any student learning concerns. The surveys have been revised to request skills needed in the program areas to promote employment of graduates.

Addressed by the School - Weaknesses:

Program Advisory Committee: PAC Agendas now include a detailed state of the institution to promote various progress. In progress.

Improve Placement Outcomes: Obtain a higher rate of student placement in the field of study. In progress

Professional Development has become a required for all instructional staff. Online training is provided through a third party vendor, RRFC covers the cost of these training sessions. In progress

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

Addressed by the School - Opportunities:

Remodel the educational programs by adding a remote externship delivery which may be substituted for actual externship sessions.

Continue setting and aligning proper expectations.

Talent Management

Addressed by the School - Threats:

Expanding the RRFC footprint into unalike state regulations. Requires multiple regulations. (Gained additional state license in Pennsylvania.)

Exponential Growth

Maintaining Integrity of Student and Employee Data

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

Addressed by the School - Future Vision:

RRFC will evaluate and update the Best Business Practices Guide. RRFC will update the Marketing & Advertising Guide.

RRFC explore new educational programs with multiple teaching modalities.

RRFC will refine current programs offering potential remote experiences with the student mentor instead of on the ground activities in the externship site location.

RRFC will customize the institutional catalog content. Exceptions will include the state requirements which may be uniquely different.

RRFC will refine the network of mentors participating in the externship phase of the programs.

**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:

*Joyce T. Mullen, Chief Compliance Officer*

Print or Type Name and Title of Authorized School Official:  
Joyce T. Mullen

Date:  
8/30/2024