

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 8366
MADISON, WISCONSIN 53708-8366
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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:

Standard of Excellence Education & Training Center, LLC

II. PLANNING ELEMENTS

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

Mission:

Standard of Excellence Education & Training Center, LLC was founded in March of 2013. The mission is to challenge caregivers to think before acting, listen before reacting and care before practicing.

All of Standard's programs are designed to improve Milwaukee's underserved communities and vulnerable populations by developing, implementing, evaluating, and refining programs that strengthen Wisconsin's healthcare workforce and connect skilled health professionals to communities in need.

Standard's Values Statement:

Offering programs and services that meet the individual needs of employers, employees, and other stakeholders in healthcare. Our Values Statement aims to be inclusive of targeting our three-fold training model of (1) Upward Mobility (2) Professional Development (3) Continuing Education.

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 attachment

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.

Merry Kyles, C.E.O., and Administrator of M.A.T.C.H., L.L.C., is a Key Business Advisor. She is deeply committed to helping Standard's succeed. She brings years of deep experience and expertise in the challenges a startup may face. Her talent, depth, and insight as a business owner who serves a person in need with developmental and physical delays provide leadership in curriculum development, the person in need, and advocacy issues.

Jennifer Nelson, Advanced Nurse Practitioner & Lindsay Jefferson, a Licensed Practical Nurse licensed in Wisconsin, are local experts. As Nurse Consultants, they help Standard improve the quality of care a student may provide. As consultants, they help develop curriculum, training sessions for students in administering medication, diabetes care, and documentation, providing emotional support, a person in need rights, and other people in need care issues.

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:

Alumni

At the conclusion of training all students complete a training evaluation form. Comments gathered from those evaluation forms are placed onto our personal platform to share student testimonials about their training experience at Standards. Testimonials are used in print, promotional materials, advertisements and on our website. Standards uses statements from students, Alumni, Partners, and Organization Leaders of members expressing the benefits of utilizing Standards Training Center. Standard's uses the evaluation form to also compile emails, phone numbers and addresses of all current and former students to form an Alumni Club. The mission of the Alumni Club is to establish a sense of pride in Standard's brand, create strong networking opportunities through word of mouth, and increase sales.

Weaknesses:

Marketing Strategy

Media Driven

Currently Standard has a Facebook business page, Twitter and LinkedIn account and uses the Periscope application as a resource tool to promote its continuing education units and other training and resources.

D. SWOT ANALYSIS (continued)

These platforms are not owned by Standards but are in place to encourage viewers to visit our website or training center in person.

To increase our presence Standards has to increase its marketing strategy to push potential students to (our website).

Threats:

With the onset of COVID-19 we had to take a hard look at the lack of technology that our students were exposed to and how that affected their employability. Introducing technology tools into healthcare training offers the hope of better treatment and care that is less costly, disruptive, and painful. For example, work safe software, no-touch forehead thermometer, wireless digital finer pulse oximeters, digital scales with BMI and height, electronic stethoscope, and digital blood pressure monitoring. Caregiver technology innovations that connect the many islands of information in the health care system can both vastly improve quality and lower costs by, for example, keeping a patient's family member, physician, case managers and others informed and thereby reducing errors of omission or commission.

Opportunities:

Our unique training model affords us the potential to cross over into other areas to educate our students and other community stakeholders. With the knowledge and expertise on our team we have been looking to to post periodic materials, record videos, seminars and events, conduct weekly teachings, book conferences, rent training space, speaking engagements, and offer subscriptions, as a way of staying connected to students and offering additional resources.

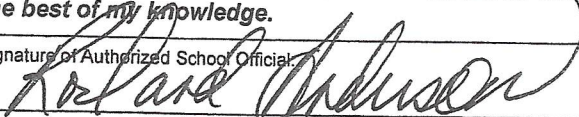
E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Five years from now I look for the school to be operating in the capacity of a small MATC. Capturing the essence of economic vitality through educational programs that offer families a living wage. We look to expand into other fields of healthcare. Our brand is an established force for direct care training in Milwaukee but moving our model into other parts of the state and country would have a great impact in different communities as the demand and need grows for more skilled and qualified healthcare workers.

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:
Rosland Anderson, CEO

Date:

08/28/2023