

STATE OF WISCONSIN

2008-2013  
Strategic Plan



Educational  
Approval  
Board

# EDUCATIONAL APPROVAL BOARD

## STRATEGIC PLAN

### VISION

#### *Improving Students' Lives by Ensuring Schools are Effective*

The EAB strives to realize its vision by being recognized as an innovative leader in the regulation of postsecondary education.

### MISSION AND PURPOSE

The EAB is a postsecondary education agency that exists to protect Wisconsin's consumers and support quality educational options by:

- Evaluating and approving private trade, technical, career, distance learning, and degree-granting schools.
- Collecting and disseminating student outcome and satisfaction information from schools.
- Performing annual reviews of schools.
- Conducting regular on-site evaluations of schools.
- Holding schools accountable for improving their performance and effectiveness.
- Supporting options for innovative and quality programs offered by schools.

### VALUES

The Educational Approval Board will:

- Assure Wisconsin consumers that EAB-approved schools are well run, educationally sound, and financially stable.
- Protect consumers and help schools through regulatory enforcement and processes that are reasonable, consistent, firm, fair, and timely.
- Demonstrate a commitment to the private postsecondary education sector by supporting the success of students and schools.
- Regularly update and/or revise applicable statutes, administrative rules, and oversight policies and procedures to reflect changes in the career education sector.

# EDUCATIONAL APPROVAL BOARD

## STRATEGIC PLAN

### GOALS

- 1. Position the EAB to be actively involved in the state's postsecondary education policy decisions.***
- 2. Create and develop positive working relationships and alliances with key constituencies.***
- 3. Strengthen consumer protection for students.***
- 4. Enhance postsecondary educational choices for students, as well as the public's awareness and understanding of these choices.***
- 5. Enhance the role board members play in executing the EAB's statutory obligations.***
- 6. Create, maintain, and articulate operational and administrative procedures and policies that reflect changes in the career education sector.***

## GOAL

- ***The EAB will be actively involved in the state's postsecondary education policy decisions.***

## OBJECTIVES

- Define and pursue a budget and legislative agenda for each biennial session.
- Communicate with key administration and legislative officials to inform and advise them on the EAB's budget and legislative agenda.
- Support budget and legislative initiatives that are consistent with the EAB's mission and purpose.
- Strengthen the EAB's relationship with the UW System Board of Regents, Technical College System Board, and the Wisconsin Association of Independent Colleges and Universities as part of an effort to establish a forum to discuss higher education policy issues in Wisconsin.

**GOAL**

- ***Create and develop positive working relationships and alliances with key constituencies.***

**OBJECTIVES**

- Create appropriate agreements with other state agencies to formalize cooperative working relationships where there is shared authority to protect consumers by regulating schools and/or programs.
- Strengthen relationships with program staff in other state agencies with whom school and/or program oversight is shared.
- Identify common issues/trends, promote strategic action on them, and strengthen relationships by meeting with EAB school sectors.
- Explore private foundation grant opportunities and the submission of an application to support the EAB in its modernization efforts.

**GOAL**

- ***Strengthen consumer protection for students.***

**OBJECTIVES**

- Seek statutory changes necessary to implement the EAB's modernization agenda.
- Perform a comprehensive review of the EAB's administrative code and make revisions.
- Enhance the scope and reliability of outcome information collected by the EAB from schools so that students can make informed choices about their education and training options.
- Communicate on a regular basis with the Department of Justice and other key partners about relevant enforcement issues.
- Work with the Department of Justice to examine the legal parameters regarding the regulation of distance education and training programs.
- Monitor, assess and pursue emerging education and training offerings that require EAB approval.

## GOAL

- ***Enhance postsecondary educational choices for students, as well as the public's awareness and understanding of these choices.***

## OBJECTIVES

- Support policies and initiatives targeted at increasing the number of persons in the state that have earned a degree.
- Work with other state agencies to ensure the equal treatment of students who attend any institution accredited by an accrediting agency recognized by the U.S. Department of Education.
- Use the results from surveys about EAB products (e.g. approved schools directory, newsletter, and website) to improve their usefulness.
- Create a consumer-focused brochure that is designed to inform students of their rights and responsibilities related to attending an EAB-approved school.
- Pursue opportunities to visit with editorial boards to enhance awareness of the EAB, the schools it oversees, and its legislative agenda.

## GOAL

- ***Enhance the role board members play in executing the EAB's statutory obligations.***

## OBJECTIVES

- Assess the EAB's progress on achieving its goals and objectives at quarterly board meetings.
- Design the executive secretary's annual evaluation process to include accountability for achieving the goals and objectives of the strategic plan.
- Use the strategic plan to conduct an annual evaluation of the EAB's performance and effectiveness.
- Provide opportunities to enhance board member awareness and understanding of career education sector issues.
- Play a more active role interacting with external stakeholders, such as school administrators, state higher education officials and legislators, to explain and gain support for the EAB's legislative agenda.

**GOAL**

- ***Create, maintain, and articulate operational and administrative procedures and policies that reflect changes in the career education sector.***

**OBJECTIVES**

- Develop a comprehensive EAB handbook incorporating the current school and program approval application and forms guide, as well as relevant policies, procedures, principles and standards.
- Use the EAB's annual report as a key communication tool for disseminating progress in attaining stated policy objectives and sharing relevant information about the for-profit education sector.
- Evaluate the EAB's current fee structure to determine its fairness on schools and its long-term ability to sustain EAB operations.

# Educational Approval Board

## **MEMBERS OF THE BOARD**

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Monica Williams, Vice Chair  
Joe Heim, Secretary  
Terry Craney  
Christy L. Brown  
Jo Oyama-Miller  
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## **STAFF**

David C. Dies, Executive Secretary  
Joan M. Fitzgerald, School Administration Consultant  
Linda L. Heidtman, School Administration Consultant  
Patrick J. Sweeney, School Administration Consultant  
Blanca S. James, Operations Program Associate

Mailing Address:  
P.O. Box 8696  
Madison, WI 53708-8696

Location:  
30 W. Mifflin Street, 9<sup>th</sup> Floor  
Madison, WI 53703

Telephone: (608) 266-1996  
Fax: (608) 264-8477  
E-mail: [EABmail@eab.state.wi.us](mailto:EABmail@eab.state.wi.us)  
<http://eab.state.wi.us>