



Institutional Strategic Plan

2023 – 2025

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Executive Summary

This Plan will serve to provide strategic mapping for American Institute of Healthcare and Technology (AIHT) for the next three years. During 2021 and 2022, and through the COVID-19 pandemic, the focus has been on achieving financial goals to drive sustainability. Over the next three years, the institution will expand its focus to identify ways to meet its mission.

Company Description

AIHT Education was founded in Connecticut in 2011 by an educational alliance consisting of members of the medical community including Medical Sonographer, market researchers, and Information Technology Specialists. With special services in the areas of career development and job placement; the institution's goal is to provide the highest quality of training necessary to meet the academic demands required for certification and ultimately gain employment. With a promise of dedication, determination, and quality instruction to those seeking Medical/Allied Healthcare training, it is our objective to provide a sound educational foundation to every student enrolled at the Institute.

Mission Statement

Our mission is to provide students with quality training and education for successful employment in the field of allied health sciences and to empower them with the knowledge, values and skills needed to be continuous learners.

Organizational Objectives

To accomplish this mission, the following objectives were established:

1. Enhance and promote academic excellence.
2. Provide and support student centered learning.
3. Provide, support and nurture faculty and staff development.
4. Provide better administrative services to both students and graduates.
5. Increase the student enrollment in all programs
6. Cultivate valuable relationships with our educational partners and local community.
7. Connect our students and alumni with potential employers.

Vision Statement

Our vision is to see AIHT EDUCATION among the top local and national institutes in the Allied Healthcare field, providing quality education and training to students.

Core Values

Respect

We personify a culture of professionalism with respect for the dignity of all students, staff, and instructors, honoring their perspectives and cultures.

Excellence

We are dedicated to enhancing and promote excellence in teaching and learning by continually changing, improving, and ensuring the effectiveness of the school's programs in preparing students for successful careers in the field of Allied Health sciences.

Student Success

We strive to provide the quality education and training necessary for students to be successful in their academic and work environments.

Commitment

We are committed to provide students with opportunities to develop the knowledge, understanding and skills necessary for successful employment in the field of Allied Health sciences.

Teamwork

We seek to create an interdisciplinary, concerted, and harmonious academic environment, which is characterized by uniqueness, honesty, and collaboration.

Diversity

We are committed to the importance of diversity in faculty, staff, and students in order to provide an atmosphere of academic freedom and encourage an open exchange of ideas.

Management and Organization

Mr. Ravish Shah, President, is supported by the following team members to lead the Institute and support its students:

Lauren Kappel – Director of Enrollment and Student Support

Archi Khurana – Financial Aid Administrator

Atithi Pawar – Administrative Assistant

Ruchi Chawla – Enrollment Assistant

Jalpa Shah – Record Administrator

Programs

AIHT offers certificate programs, online (hybrid) and on campus in the following allied health areas:

1. Diagnostic Medical Sonography
2. Cardiovascular Technologist
3. Vascular Technologist
4. Medical Assistant
5. Medical Billing and Coding
6. Patient Care Technician
7. Certified Nurse Assistant
8. Pharmacy Technician

Distance Education

AIHT is approved to offer its programs via hybrid mode of delivery where didactic coursework can be completed online and laboratory and clinical experiences are facilitated at the school or at a site.

The school uses Brightspace Learning Management System (<https://www.d2l.com/brightspace/>) integrated with Zoom licensed version to conduct online teaching activity. To attend the online portion of the class, students must have access to a computer/smart device with working camera and stable internet. School will create a Brightspace user account using student email to attend online classes. Students are given a schedule that includes the days classes are online and the days classes are in-person at AIHT Education campus. During the days the class is online, the instructor is live on video conference from the scheduled class time. (Day 9am -2pm or Evening 5pm -9pm) Attendance is taken every day for all class sessions online and in-person. Students are expected to participate in live discussions online.

The Administrative Assistant, Atithi Pawar, is responsible for overseeing the system and supporting faculty and students if required.

Strategic Plan

The Institute's Strategic Plan was established to provide guidance to, and assure that, people, processes, and resources are aligned to our short-term and long-term goals for the programs. The Plan is viewed as a living document that is flexible to accommodate a changing environment while maintaining a formal structure for success in its programs.

The plan input from various stakeholders, including the management team, students, instructors, and graduates. The goals and objectives were determined after evaluating its limited past results in relation to the mission and implementing processes to improve future results. Goals and objectives are adjusted, as required, during regular reviews of the strategic elements.

The following areas are evaluated within the Strategic planning process to assess the Institute's ongoing fulfillment of its mission and its future growth.

- Mission and Goals
- Academic Program (Curriculum) and Assessment
- Admissions and Recruitment (Administrative Procedures)
- Student Support Services
- Facilities
- Staff and Personnel Needs
- Financial Resources

Mission and Goals

AIHT mission is to provide students with quality training and education for successful employment in the field of Allied Health sciences and to empower them with the knowledge, values and skills needed to be continuous learners.

AIHT goal is to enhance the student experience through a supportive and inclusive environment allowing students the opportunity to succeed.

Goal 1. Expand opportunities for alumni impact.

Goal 2. Enhance support for faculty and staff development to achieve excellence.

Goal 3. Increase access to opportunities through improved student recruiting and retention.

Goal 4. Expand services and programming in collaboration with community partners.

Curriculum and Assessment

AIHT offers certificate programs in Diagnostic Medical Sonography, Cardiovascular Technologist, Vascular Technologist, Medical Assistant, Medical Billing and Coding, Patient Care Technician, Certified Nurse Assistant and Pharmacy Technician. Specific information on individual programs is given below:

Diagnostic Medical Sonographer (DMS)	Diagnostic Medical Sonographers work towards conducting sonographic exam to create images to help physicians assess and diagnose medical conditions. Sonographers schedule and coordinate tests, records test results, and prepares and maintains operational logs.
Cardiovascular Technologist (CVT)	Cardiovascular Technologists conduct tests on cardiovascular systems of patients for diagnostic purposes. They may conduct or assist in electrocardiograms, and cardiac catheterizations, and similar tests.
Vascular Technologist	Vascular technologist, work towards conducting sonographic exam to create images to help physicians assess and diagnose medical conditions. Sonographers schedule and coordinate tests, records test results, and prepares and maintains operational logs.
Medical Assistant (MA)	Medical Assistants perform administrative and certain clinical duties under the direction of a physician. They perform duties ranging from scheduling appointments, maintaining medical records, billing, and coding to taking vital signs and medical histories, preparing patients for examination, and drawing blood.
Medical Billing & Coding Specialist (MBC)	Medical Billing and Coding Specialist Medical Billers and coders usually work regular office hours may be in the billing office or in the billing department of the professional healthcare office. They must know the different methods of billing patients, understand various collection methods, ethical and legal implications have a good working knowledge of medical terminology, medical billing and claims form completion, and coding.
Patient Care Technician (PCT)	This 300-clock hour course is designed to provide students with the knowledge and skills necessary to become a Patient Care Technician by first attaining to meet or exceed the standards for the state's nursing aide license. Graduates are trained to work in the acute hospital/clinic setting, as well as Chronic, long-term care settings.
Certified Nurse Assistant (CNA)	This 150-clock hour course is designed for students that want to become certified Nurse Assistant in the State of Connecticut by meeting the standard curriculum suggested by the Department of Public Health, State of Connecticut. The program aims to provide the required knowledge and skills to become successful certified nurse assistants in the future.
Pharmacy Technician	The pharmacy technician program's objectives are to prepare the students to qualify for achieving an entry level position in a pharmacy either in a hospital of any retail setting and prepare for national certification as well. This programs pair students with an instructor for didactic as well as practical knowledge. They learn about pharmacology through an overview of drug classifications, common drug side effects, drug use and abuse, and FDA testing.

AIHT is dedicated to enhancing and promote excellence in teaching and learning by continually changing, improving, and ensuring the effectiveness of the school's programs in preparing students for successful careers in the field of Allied Health sciences.

Goal 1: Maintain Student Excellence

The school will help establish the National Technical Honor Society (NTHS) for the students for the students with GPA of 3.0.

Administrative Procedures

AIHT is committed to create an interdisciplinary, concerted, and harmonious academic environment, which is characterized by uniqueness, honesty, and collaboration.

Goal 1: Encourage Teamwork

The school will host a Lunch & Learn event for administrative staff to review administrative policies and procedures.

Financial Resources

AIHT is committed to use financial resources in best possible way to improve student learning experience.

Goal 1: Purchase/lease equipment

The school will allocate budget for purchasing and/or leasing new equipment as our student body grows.

Student Support Services

Student support services include the resources and assistance available to students.

Goal 1. Achieve Student Excellence

Offer tutoring or extra help for the students scoring less than 2.5 cGPA at the end of each term will meet with the academic advisor and if there is a need, will be given an academic plan to improve their cGPA in the next modules.

Students will also be encouraged to meet with the academic and career services coordinator regularly to get academic help and career counselling.

Staff and Personnel Needs

To operate at a high level and meet the needs of our stakeholder groups -educated, energized, and engaged faculty and professional staff are required. Additional support to improve professional competencies is needed, ample opportunities for recognition is critical for sustained motivation, and a dedication to recruiting and retaining a diverse and competent employee base is imperative for the efficacy of the entire strategic plan.

Goal 1: Enhance Support for Faculty and Professional Staff Development

- Offer faculty & staff development opportunities based on the career and educational goals of the institution.

Goal 2. Update technology materials

- New Laptops for all instructors

Goal 3. Organized teaching materials and resources

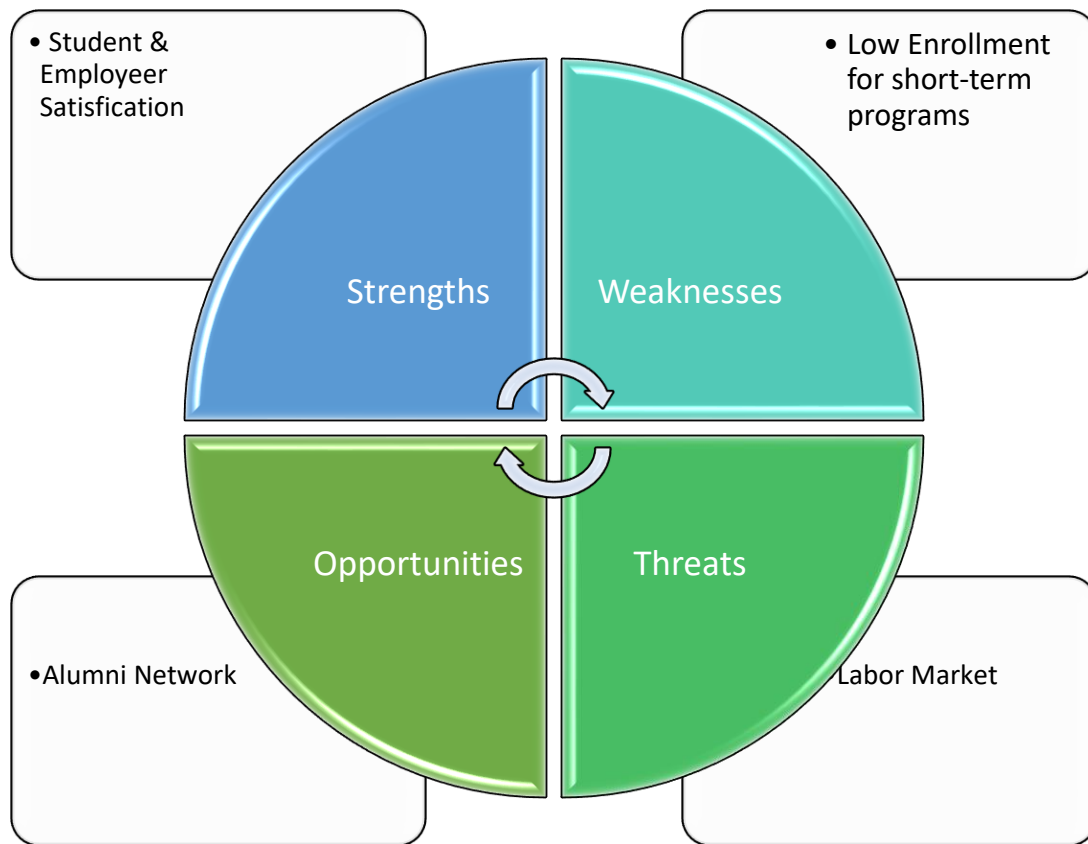
- Reorganize and restock faculty room with teaching materials needed for exams, paper, markers etc.

Facilities

We strive to provide best experience to our staff, faculty, and students. We believe in keeping facility up to date.

Goal 1: Pave Student Parking Lot

SWOT Analysis



Summary of SWOT

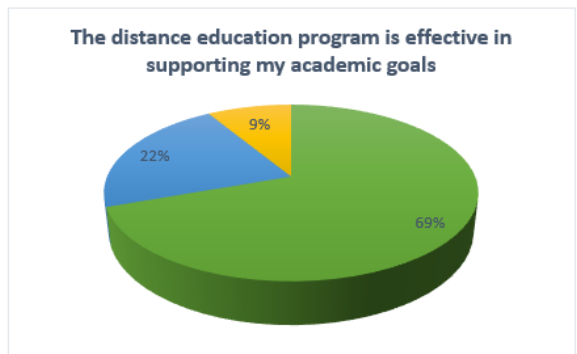
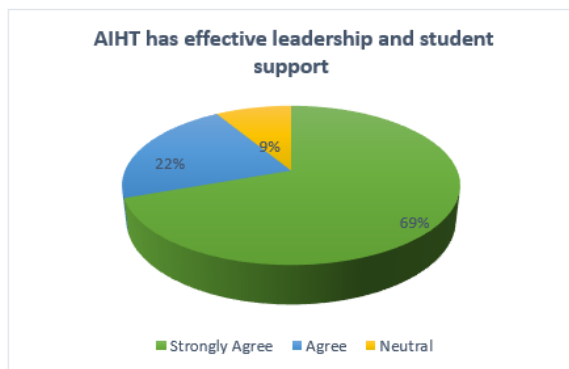
Strength:

Student satisfaction is one of the important factors that influences retention and completion rates. If the student is not satisfied with the quality of education, the student will most likely withdraw from the program, ultimately resulting in lower retention and graduation rates. Student satisfaction survey measures the satisfaction level of students on the services provided

by school administration and instructions provided by the school faculty, as well as other aspects like student support services and resources provided to the students. Therefore, it is important for AIHT to evaluate students' satisfaction as part of its institutional development planning process.

From the data collect in the Institutional Advancement and Development Plan(IADP), (see chart 1 below) a majority of students at least agree on the quality of the program and services at the school. More than 90% believe that the leadership is effective which is an indicator of success for the President as well as for his team. Additionally, with the implementation of distance education, it is encouraging to see that 91% of students agree that the distance education supports their academic goals. Given that the programs are very hands-on, distance education is limited to theory/didactic components of the courses which are offered synchronously on Zoom. This ensures that there is some level of engagement with faculty and peers. Almost 90% agreed that the programs and services support their academic and career development.

Chart I: Student Satisfaction Summaries



Weakness:

For the Patient Care Technician and Certified Nurse Assistant programs enrollment has been low over the past report year.

According to the Bureau of Labor Statistics employment of home health and personal care aides is projected to grow 25 percent from 2021 to 2031, much faster than the average for all occupations. Many of the job openings are expected to result from the need to replace workers

who transfer to different occupations or exit the labor force, such as to retire. Although there is a need for Patient Care Technician and Certified Nurse Assistant, individuals that visit AIHT have been more interested in our Cardiovascular or Diagnostic Medical Sonography program.

Opportunities:

Connecting with our graduates and building an engaging alumni program would benefit community outreach and networking opportunities.

Threats:

The demand of employment is an emerging challenge that the school should be aware of in order to better position itself for the future. The COVID Pandemic has taught us that the labor market can change in a moment. Currently the healthcare industry is growing and there are many opportunities available for our graduates.

Strategic Goals and Action Plans

Mission and Goals

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
<p>Goal 1. Expand opportunities for alumni impact.</p>	<p>Alumni Meetings and events for networking engagement and support</p> <p>Build and continually engage online AIHT alumni groups (including LinkedIn)</p> <p>Build a dedicated and intentional digital strategy to build and connect alumni groups through social media platforms is needed.</p>	<p>Fall 2024</p>	<p>President & Program Directors</p>	<p>Program Director Meetings</p> <p>Alumni event sign in sheets</p>
<p>Goal 2. Enhance support for faculty and staff development to achieve excellence.</p>	<p>Career and technology development workshops for enhance knowledge and skills of online learning platform</p>	<p>Bi-Annual Workshops</p>	<p>Record Administrator</p>	<p>Online Recorded Meetings</p>

Goal 3. Increase access to opportunities through improved student recruiting and retention.	Develop strategies to market/showcase AIHT to high school counselors and attend college fairs.	September to May school year 2024	Director of Enrollment	Website Program Handouts & Brochures
Goal 4. Expand services and programming in collaboration with community partners.	Host Career and Healthcare Informational workshop classes for local department of labor	May 2023	Director of Enrollment	Partnership Agreement Form

Administrative Procedures

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
Goal 1. Enhance teamwork	Host lunch & learn event with administrative team	Winter 2023	Director of Enrollment	Meeting Sign-up sheet Certificate for Teamwork by AIHT

Financial Resources

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
Goal 1: Purchase/lease equipment	Conduct need analysis prior to start of each cohort to determine additional need.	Spring and Fall 2023	President Director of Enrollment	Purchase/lease agreement or invoice

Curriculum and Assessment

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
Goal 1. Develop Student Excellence	National Technical Honor Society For students with GPA 3.0	Fall 2024	Program Director	Student Transcripts

Student Support Services

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
Goal 1. Achieve Student Excellence	Offer extra help/tutoring services	Fall 2024	Program Director	Student Progress Report

Staff and Personnel Needs

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
Goal 1: Enhance Faculty & Staff Development	Offer opportunities for career development	Bi-annually	President	Webinar In-service training
Goal 2. Update technology materials	New Laptops for all instructors	Summer 2024	Administrative Assistant	Invoice
Goal 3. Organized teaching materials and resources	Reorganize and restock faculty room with teaching materials needed for exams, paper, markers etc.	Summer 2024	Administrative Assistant	Invoice

Facilities

Goal	Activity	Timeline	Person(s) Responsible	Implementation Documents
Increase Student Parking Space	Pave gravel side parking lot and paint parking lines	Spring 2024	President	Contract Quote

Monitoring and Review

The Plan will be reviewed biannually to evaluate progress in meeting targets. The President will report to relevant stakeholders on the performance indicators for guidance on any changes needed.

Meetings:

Meetings may take place according to the following schedule. However, the Committee may meet, at the request of the President, to address any issues requiring immediate attention.

Dates of Meeting	Purpose of Meetings
July	Mid-Year Evaluation Meeting: Semi-annual evaluation of activities and interim review of outcomes. Complete progress report.
December	Annual Review and Planning Meeting: Annual review of the Plan, address any goals that were not achieved, and approve the new plan.

Citation

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Field of degree: Healthcare and related, at <https://www.bls.gov/ooh/field-of-degree/healthcare-and-related/healthcare-and-related-field-of-degree.htm> (visited January 31, 2023).

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Home Health and Personal Care Aides, at <https://www.bls.gov/ooh/healthcare/home-health-aides-and-personal-care-aides.htm> (visited January 18, 2023).