

My motivation to improve in dental field



**ASSIGN
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My name is Theresa Guillory. I am a single mother of 3 wonderful kids: Gaylon, Dante and Madeline. I am currently employed at Texas School of Business in Houston, Texas. This organization is owned by Kaplan HigherEducation. I am the Program Director for the Dental Assistant Program. I have been with the organization for 8 years.

While working at TSB, I obtained my Bachelor of Science in Management/Healthcare Emphasis and Masters of Science in Management/Healthcare Emphasis. I am currently working on my Master of Business Administration. I will be complete with my degree in April 2013. Upon completion of this degree, I will get my specialization in Human Resources. My getting this advance education will be critical to the success of my future plans and goals. Mission Statement My future goal is to open my own dental assistant school.

My plan is to have a school that will accept those who do not currently hold a high school diploma or GED. To me, these are the people who need the most help to become productive citizens and be able to provide for their families. While they are obtaining this skill (dental assisting); I will also be helping them obtain their GED. A mission statement “ documents the purpose for an organization’s (person’s) existence. Mission statements often contain a code of conduct to guide one in implementing the mission” (De Kluyver & Pearce, 2012). A personal mission statement provides clarity and gives you sense of purpose. It defines who you are and how you will live. My mission statement is: I seek to create a challenging learning environment that encourages high expectations for success through development-appropriate instruction that allows for individual differences and learning styles. I will promote a safe and

caring environment. I will strive to have the community and dental community actively involved with educating the students. Vision Statement
A vision describes some achievement or some future state that the organization will accomplish or realize.

It inspires, clarifies, and focuses the work of an organization for a significant time. A vision differs from goals, which express the steps of a plan for accomplishing an objective. A vision differs from a mission statement, which explains an organization's reasons for existence or for seeking its objectives (Cartwright & Baldwin, 2006). My personal vision for my future plans and goals is structured around four elements that set out the long-term direction for my future – where I want to go and how I am going to get there:

- I will work to create a better future for the prospective student
- I will help people feel good not only about themselves but also about their life by giving them a skill that will be a life-long accomplishment
- I will inspire people to take small steps that can add up to a big difference for their future
- I will develop new ways of teaching to be able to reach out to the different learning styles of my students

My vision will tell the Greater Houston area and surrounding communities that we care about our underserved people. It captures the importance of education and family.

Environmental Scanning The environment that I will be operating in is the for-profit proprietary arena. This area has been hard hit the last couple of years as Congress has had an issue with the tuition that most of these types of school charge their students. Also on the talk is the outcome ratio. Both of
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these will be discussed later. Political Politics play a part in just about everything that is done in world. Starting a for-profit, proprietary school is going to take some knowledge of what the government will and will not let you do.

Tuition is one area that will need some attention, as Congress is looking at schools and paying close attention to their prices. Does the price of tuition match what the student can make once they have completed the course? I will have to make sure that the price does match. Competition will be steep and in order for me to be successful, I have to have the ultimate advantage. Economic The economy is not in its best state right now and so I will have to make sure that I am putting out a product/service that is not only needed but wanted. One advantage I will go for is getting the money of the government.

My focus will be on those individuals who receive government assistance and is looking to better their lives. I will go after those that the government will pay to go back to school and eventually become productive citizens in the community. The medical field is going to be a wide open career path in the future (if not already) and I want to be able to train those to be self-reliant. A person's economic factor could have an impact on whether they attend school or not. If they are on public assistance, there is a chance they cannot afford a student loan or a monthly payment. Many of the schools require students to make payments on institutional loans while in school. Many students cannot pay the monthly payments on institutional loans while they are in school and as a result are often terminated from the schools or are denied transcripts" (NCLC, 2011). By them getting help from the government, it is a win-win for everyone. Social The social impacts that I may

face are lifestyles and demographics. In today's society not every child coming out of high school wants to attend a four-year college.

For this reason, for-profit school is their best choice. They want to learn a trade and in a short amount of time. This could be because of their home life, their learning habits or the area in which they live. " Trade schools perform the advertised function. They teach you all of the facets of a specific vocation and prepare you for a job in that field. Afterward, you will have already gained during school to immediately apply for job. When you graduate from a university, often students do not have experience in their field of study" (Vohwinkle, 2012).

The fast-track training that the students will receive, will give them the opportunity to get out in the community faster and start making a living for them and their families. Technological Technology is a very growing area and one cannot be successful if they are not up on the latest. In the dental field, most dental offices are now " digital and paperless". It will be my responsibility to make sure that I teach my students how to function in a digital environment. In order to do this, I must be proficient in this area.

If I will be successful, I must know what new procedures and technology is being used in the dental field. " Dental technologies have been evolving continually, helping to transform the field of dentistry. New technologies are developed with a focus on creating products and developing techniques that can be used by dentists to help prevent, diagnose and/or treat dental conditions and diseases early and effectively" (Ranft, 2006). I am striving to have my graduates come out the box running and ahead of the competition.

Strategy and Objectives

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