

# ECTC Strategic Plan 2018-2021

## Increase Growth



EMERALD  
COAST  
TECHNICAL  
COLLEGE

ENROLLMENT



Accredited by





**Accredited by:**

**Commission of the Council on Occupational Education (COE)**

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Alpharetta, GA 30009  
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## Testing Certifications and Licensure

American Welding Society (AWS)

Bureau of State Approving Veterans Training

Certified Internet Webmaster (CIW)

CompTIA

Florida Department of Health

Florida State Board of Cosmetology

Florida State Board of Nursing (BON)-License Number

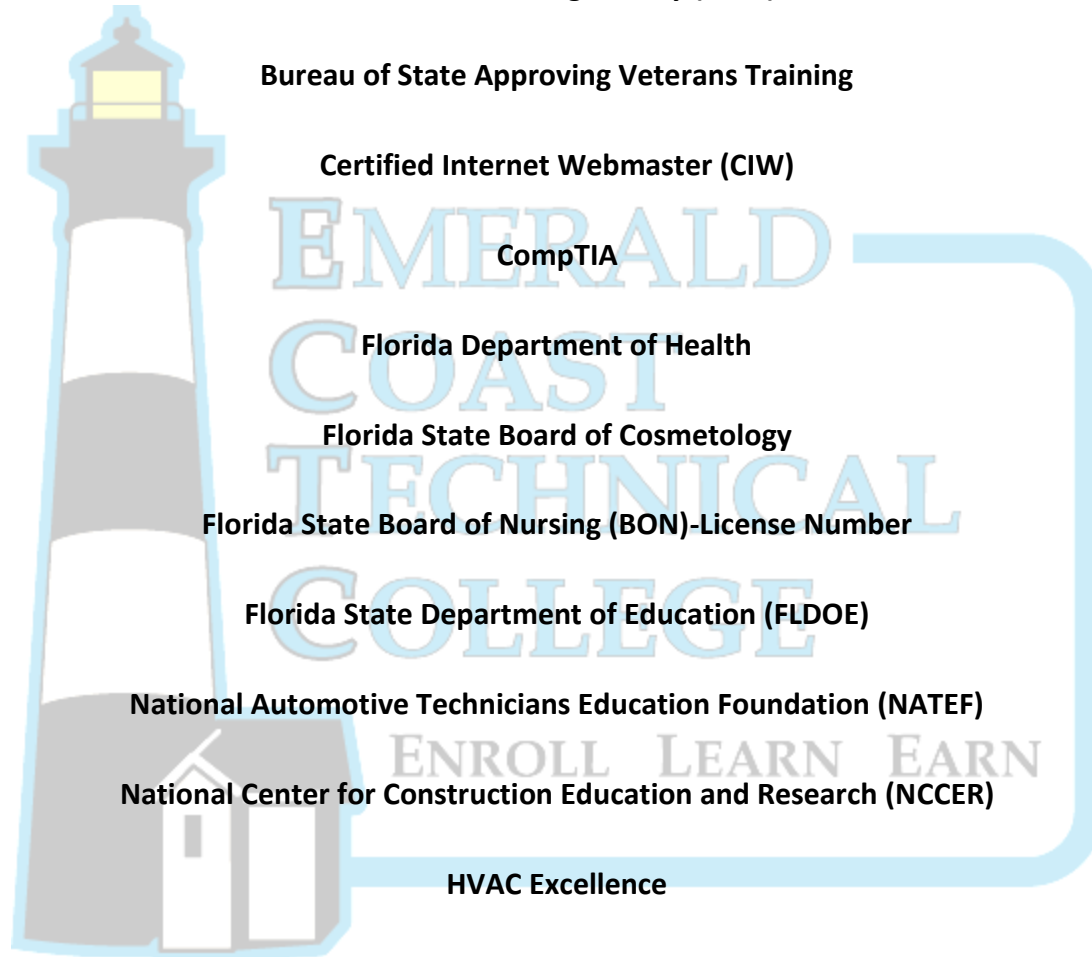
Florida State Department of Education (FLDOE)

National Automotive Technicians Education Foundation (NATEF)

National Center for Construction Education and Research (NCCER)

HVAC Excellence

North American Technician Excellence (NATE)



## Administration

*Russell Hughes-Superintendent*

*Wyndy Crozier-Principal/Director*

## Walton County School Board

*Gail Smith*

*Marsha Winegarner*

*Kim Kirby*

*Jason Catalano*

*William Eddins Jr.*

*Ben Holley*

## Institutional Advisory Committee

*Faye Leddon*

*Shane Abbott*

*Kate Price-Howard*

*Al Ward*

*Bill Imfield*



## **Emerald Coast Technical College**

Full-time students find that many of our programs can be completed within one year while also providing effective preparation for significant industry certification and licensure. Serving students from northwest Florida and its beautiful emerald coast to southern Alabama, our professional instructors and staff are here to help ensure that your experiences will be rewarding.

### **ECTC Mission Statement**

“We prepare and empower today’s students to meet the demands of an evolving and competitive global market.”

### **Vision**

Empowering Students, Powering the Future

ECTC is committed to the vision of empowering students and powering the future by providing high quality, affordable education and training to all persons in the community who are seeking and can benefit from participation in post-secondary career education opportunities, secondary education opportunities, and enrichment activities.

### **Plan Review and Revision**

The ECTC Strategic Plan is reviewed and progress is evaluated annually by ECTC administration, faculty and staff and the ECTC Institutional Advisory Committee.

## Walton County School District Mission Statement

Preparing the whole child for a life of success.

### Assurances

#### Emerald Coast Technical College Assures:

- All students have equity, access, and opportunities.
- All work has dignity and is a valued tradition of the American way of life.
- Students learn in diverse ways and require a variety of teaching strategies.
- Technological advances in programs are required to meet the changing demands of business and industry.
- Basic skills and high-level academic skills are necessary for a student to compete successfully in the local and global economy.
- Career education should adequately prepare students to secure employment that provides for self-sufficiency or to successfully continue in post-secondary career training endeavors.
- ECTCs' staff is the most vital resource in providing students with education and training.
- Professional development is fundamental to growth and on-going delivery of successful educational programs.

### Fundamental Principles

Emerald Coast Technical College's fundamental principles express the core values of its community and direct administrators, instructors and staff members in supporting a healthy learning environment where students can thrive.

## The Technical College's Strategic Goals and associated Strategic Actions

**Strategic Goal 1:** Accreditation through Council on Occupational Education (COE) requires ECTC evaluate program outcomes through a systematic plan for assessing program effectiveness, efficiency, and relevance by achieving specified quantitative requirements with respect to **program completion rates**.

Objective 1: Assist students in completing Occupational Completion Points (OCPs) in their programs of study. Every year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

### Strategies:

- Assist students with completing their programs of study (Objective strategy).
- Review program of study from the ECTC Catalog and Student Handbook with students on an individual basis as they enter new course in the program of study (Objective strategy).

### Evaluation:

- Instructors will use Focus to track students' OCPs as they progress through the program of study.
- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.

Current Financial Resources: Use lab fees and Perkins funding to ensure updated equipment meets business and industry standards.

Objective 2: Increase program completion rate to 95% or higher. Each year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

- Track and Document completers (Evaluation strategy).
- Provide needed assistance on an individual basis. Instructors will refer students to student services as needed for assistance with transportation, financial aid, tutoring and scholarship's (Tri-County, Triangle, Walton Co. Republican Woman Voters etc.) (Objective strategy).

Evaluation:

- Instructors will use Focus to track students' OCPs as they progress through the program of study.
- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.

Projected Financial Resources:

- Tri-County, Triangle, Walton Co. Republican Woman Voters



Objective 3: Calculate, review and publish ECTC's overall completion rate. Every year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

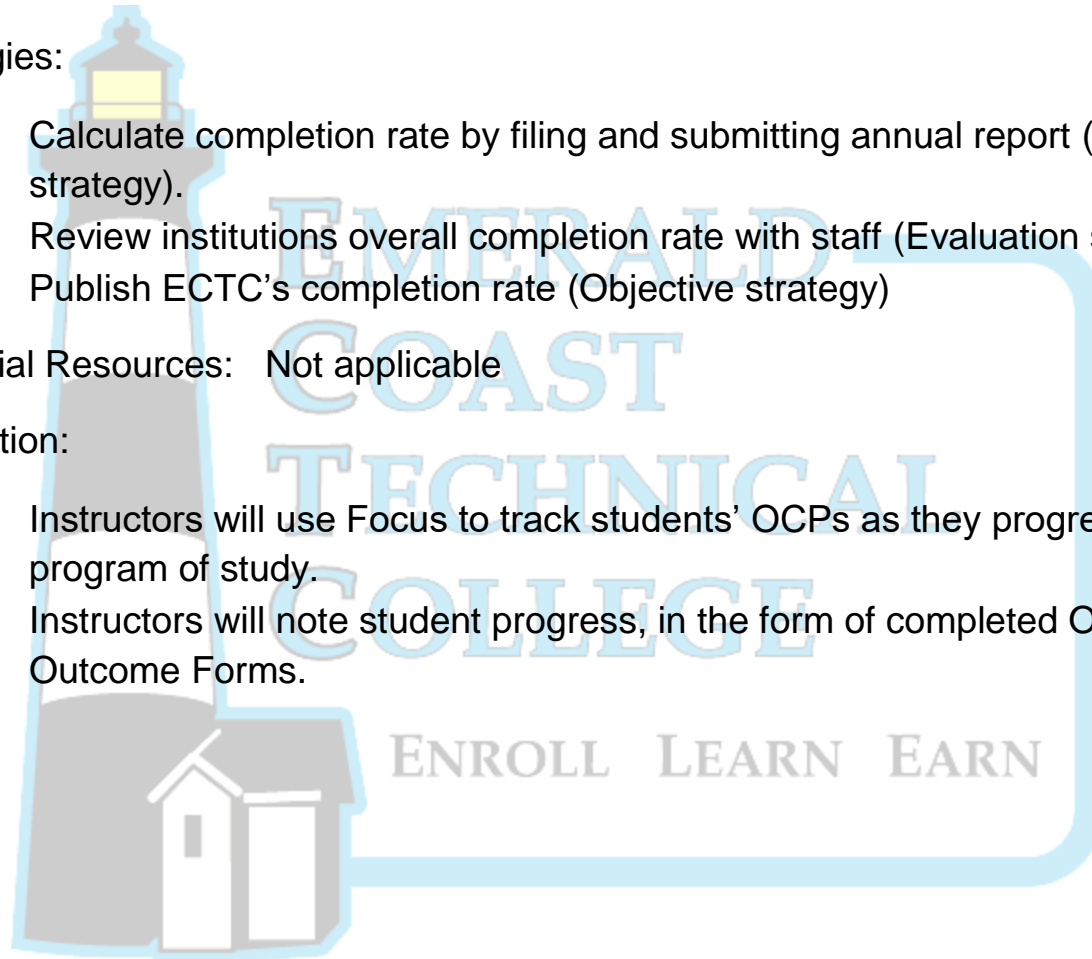
Strategies:

- Calculate completion rate by filing and submitting annual report (Evaluation strategy).
- Review institutions overall completion rate with staff (Evaluation strategy).
- Publish ECTC's completion rate (Objective strategy)

Financial Resources: Not applicable

Evaluation:

- Instructors will use Focus to track students' OCPs as they progress through the program of study.
- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.



**Strategic Goal 2:** Accreditation through Council on Occupational Education (COE) requires that ECTC evaluate program outcomes through a systematic plan for assessing program effectiveness, efficiency and relevance by achieving specified quantities requirements with respect to **program placement rates**.

Objective 1: Assist students exiting the program with attaining jobs in their chosen career fields. Every year for the next three years; 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

- Contact potential employers, online job searches, work with Career Source (located on campus) and create resumes (Objective strategy).
- Follow-up with individual students after exiting program (Objective strategy).
- Have students complete a program exit survey (Evaluation strategy).

Current Financial Resources:

- Use lab fees to pay for students licensing/testing costs (Objective strategy).

Evaluation:

- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.

Objective 2: Increase program placement rate to 95% or higher. Each year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

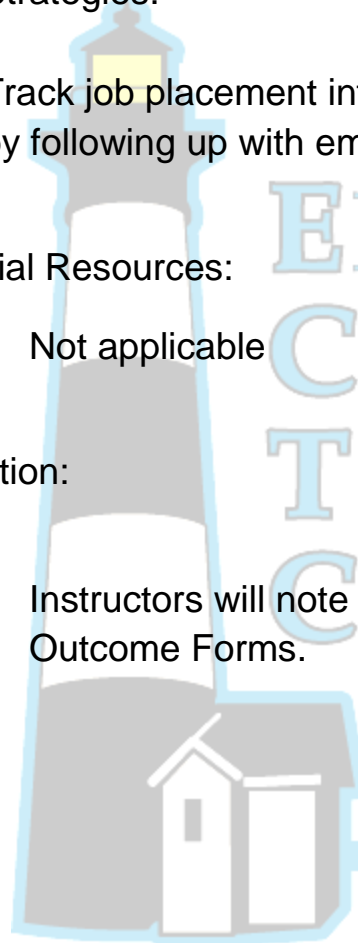
- Track job placement information such as job title, salary, duties and employer feedback by following up with employers of students (Evaluation strategy).

Financial Resources:

- Not applicable

Evaluation:

- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.



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**Strategic Goal 3:** Accreditation through Council of Occupational Education (COE) requires that ECTC evaluate program outcomes through a systematic plan for assessing program effectiveness, efficiency and relevance by achieving specified quantitative requirements with respect to **licensure rates**.

Objective 1: Assist students with attaining licensure/industry certification. Each year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

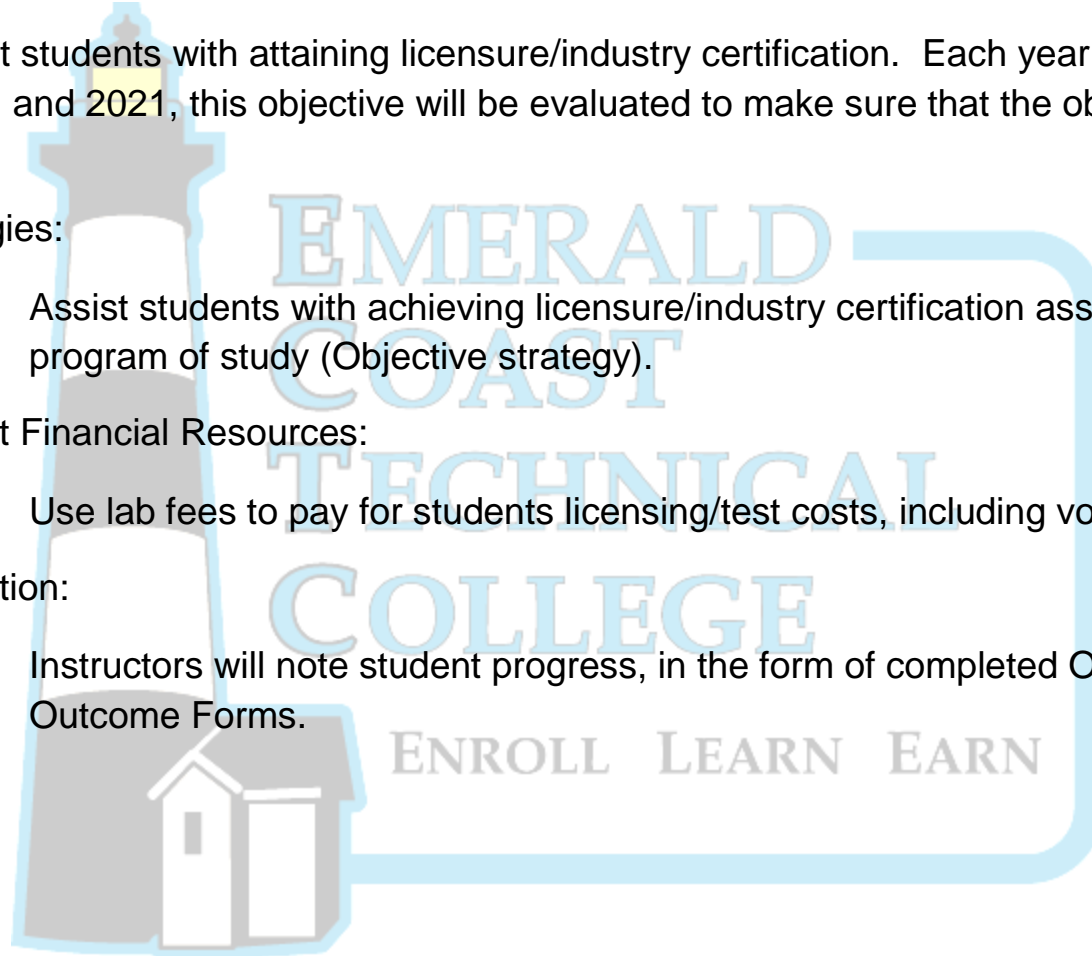
- Assist students with achieving licensure/industry certification associated with their program of study (Objective strategy).

Current Financial Resources:

- Use lab fees to pay for students licensing/test costs, including vouchers.

Evaluation:

- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.



Objective 2: Develop a method of reporting students' licensure industry certification pass rate. Each year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

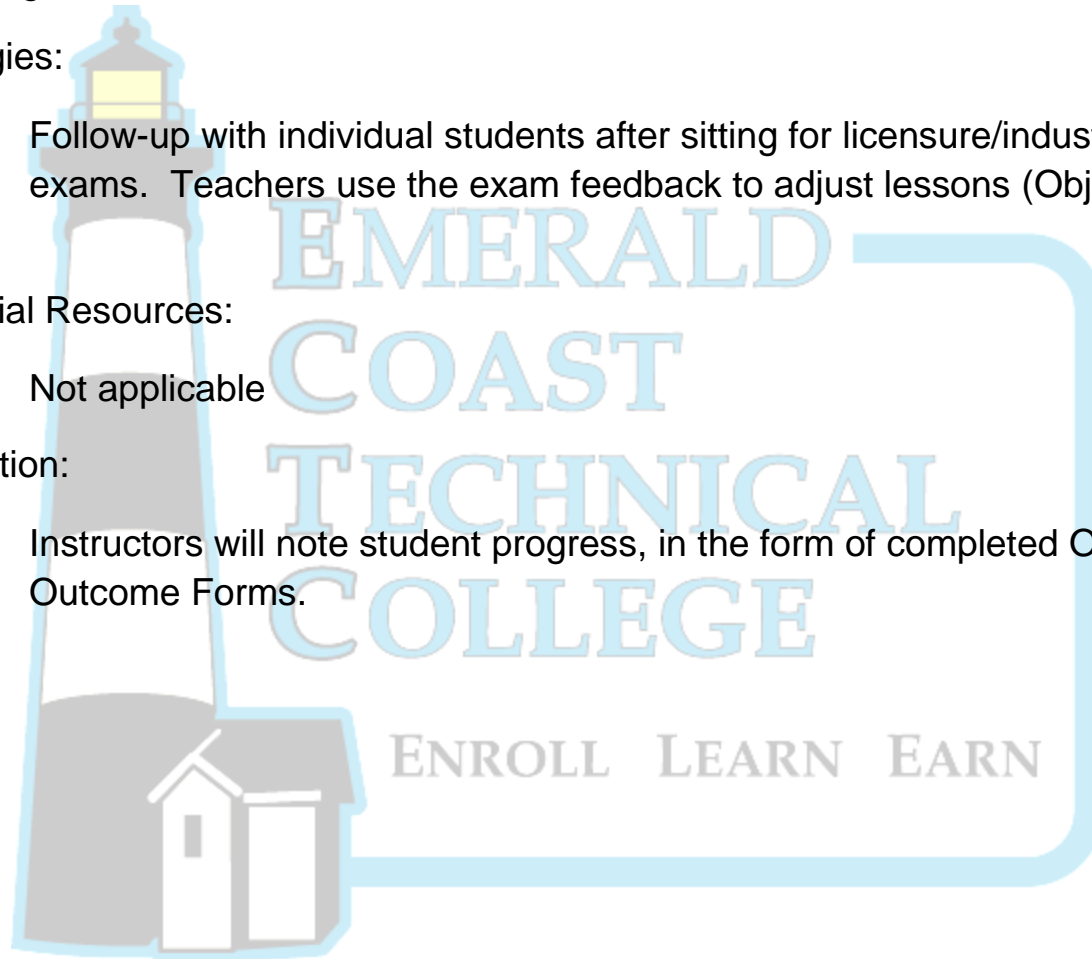
- Follow-up with individual students after sitting for licensure/industry certifications exams. Teachers use the exam feedback to adjust lessons (Objective strategy).

Financial Resources:

- Not applicable

Evaluation:

- Instructors will note student progress, in the form of completed OCPs, on Program Outcome Forms.



**Strategic Goal 4:** Educational best practices identify the use of small learning communities as one of the most effective methods of promoting professional learning and introducing new concepts to a school faculty.

Objective 1: Use of Professional Learning Communities for the introduction and/or extension of COE accreditation standards, expectations and implementation methodologies to the school faculty/staff. Every year for the next three years; 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

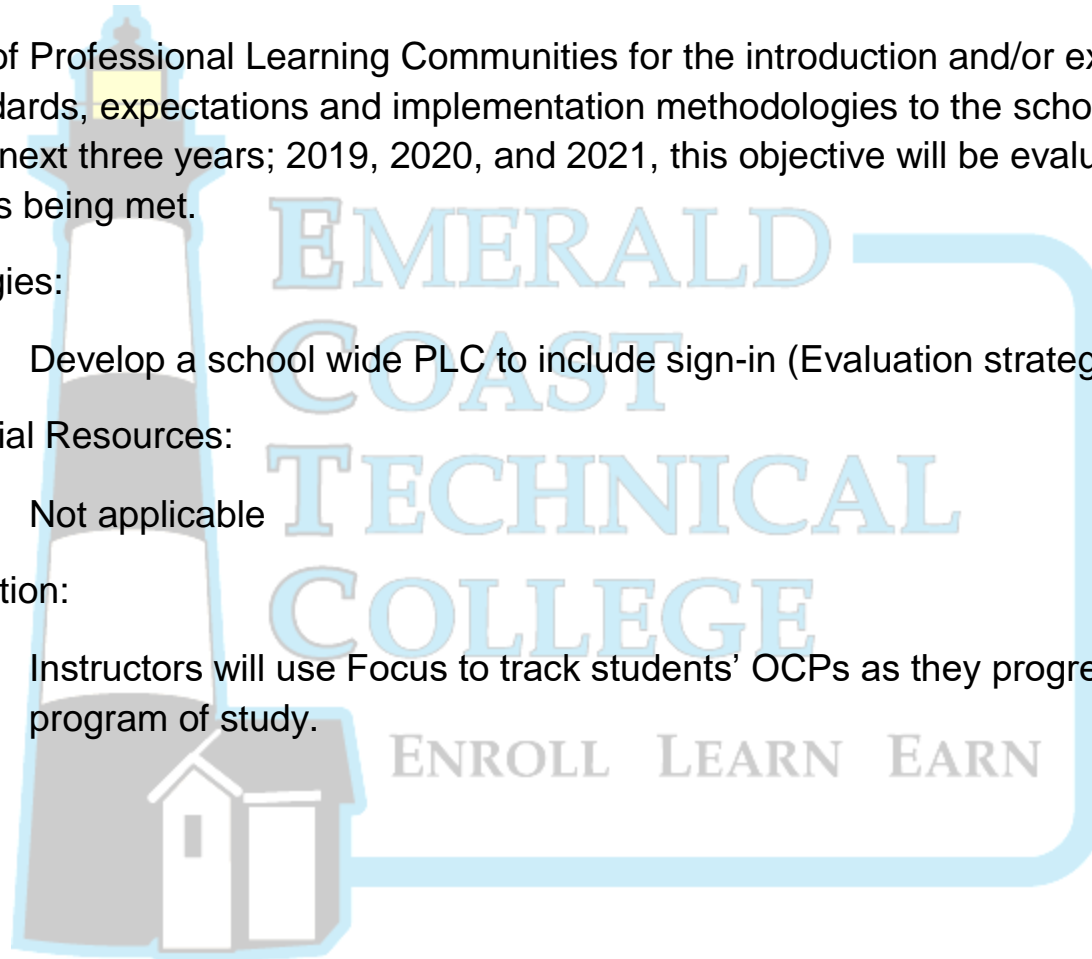
- Develop a school wide PLC to include sign-in (Evaluation strategy).

Financial Resources:

- Not applicable

Evaluation:

- Instructors will use Focus to track students' OCPs as they progress through the program of study.



Objective 2: Use of Professional Learning Communities for the initial training of new faculty members, or refresher training of existing faculty members, in the processes requires for effective documentation associated with CPL (Certification, Placement, and Licensure) rates and advisory committees. Every year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

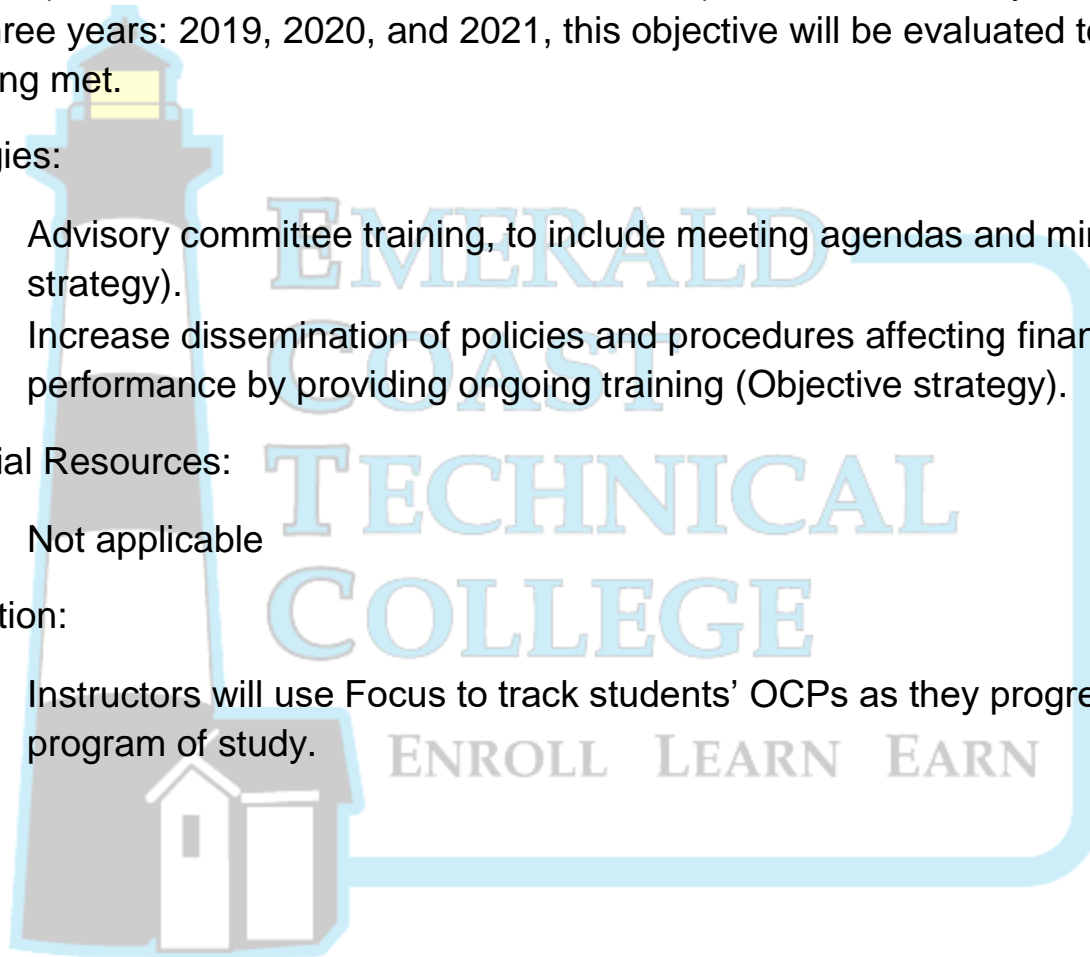
- Advisory committee training, to include meeting agendas and minutes (Evaluation strategy).
- Increase dissemination of policies and procedures affecting financial reporting and performance by providing ongoing training (Objective strategy).

Financial Resources:

- Not applicable

Evaluation:

- Instructors will use Focus to track students' OCPs as they progress through the program of study.



**Strategic Goal 5:** Enrich institutional development and partnerships by developing relationships that encourage invention, vision and strategic growth.

Needs Statement: High Tech Military coming to Eglin AFB. Will be offering highly technical jobs working with defense contractors. Also, a Metal working fabrication site is being set up offering 200 jobs.

Objective 1: Expand ECTC's engagement and community presence in the region. Every year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

- Evaluate the current use of lab fees, Perkins funding and allotted district funding.
- Request financial support from Walton County School Board for further expansion.
- Begin an English Speakers of Other Languages Adult General Education Program for GED.

Projected Financial Resources:

- TRIUMPH Grant- \$1,000,000 for a Welding and HVAC Facility
- TRIUMPH Grant- \$197,000-Capitalized Furniture, Fixtures and Equipment
- TRIUMPH Grant- \$30,000 Non-Capitalized Computer Equipment
- TRIUMPH Grant- \$40,500 –Training Materials
- TRIUMPH Grant- \$120,600-Dues/Fees: Tuition supports for student's/industry certs. Test fees.
- Walton County School Board-Local Capital Improvement Fund.



Evaluation:

- EZ audit, VA audit and yearly internal audit.
- TRIUMPH grant approval received March 15<sup>th</sup>, 2019

Objective 2: Enhance the awareness of technical education. Every year for the next three years: 2019, 2020, and 2021, this objective will be evaluated to make sure that the objective is being met.

Strategies:

- Encourage and disseminate positive narratives of students, employees, alumni, donors and collaborative partners. (Objective strategy).
- Develop strategic relationships with the media. (Objective strategy).
- Host ECTC graduation ceremony. (Objective strategy).

Current Financial Resources:

- ECTC Internal funds

Evaluation:

- Monitor social media posts on ECTC Facebook page.
- WZEP Radio Schedule.
- Examine funds used to pay for ECTC graduation.
- Estimate attendance at ECTC graduation.