ECTC Strategic Plan 2022-2024

Increase Growth

EMERALD COAST TECHNICAL COLLEGE

ENROLL   LEARN   EARN

Emerald Coast Technical College | Emerald Coast Technical College
Main Campus - DeFuniak Springs | @ Magnet Innovation Center - Watersound

Accredited by:

Commission of the Council on Occupational Education (COE)
780 Roswell Road
Building 300, suite 325
Atlanta, GA 30350
(770) 396-3898
FAX (770) 396-3790
www.council.org

Cognia (formerly SACS/CASI)
Alpharetta office
9115 Westside Parkway
Alpharetta, GA 30009
(888) 413-3669
www@advac-ed.org

Testing Certifications and Licensure

American Welding Society (AWS)

Automotive Service Excellence

Bureau of State Approving Veterans Training

Certified Internet Webmaster (CIW)

Certified Nursing Assistant (CNA)

CompTIA

Certified EKG Technician (CET)

Florida Department of Health

Florida State Board of Cosmetology

Florida State Board of Nursing (BON)-License Number

Florida State Department of Education (FLDOE)

National Center for Construction Education and Research (NCCER)

HVAC Excellence

Certified Patient Care Technician (CPCT)

Certified Phlebotomy Technician (CPT)

Administration

Russell Hughes-Superintendent

Wyndy Crozier-Principal/Director

Walton County School Board

Jeri Michie	*Tammy Smith*
Kim Kirby	*Jason Catalano*
William Eddins Jr.	*Leonard Dietzen*

Institutional Advisory Committee

Melissa Rust

Shane Abbott

Kate Price-Howard

Al Ward

Bill Imfield

Ruth Edwards

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.

ECTC is in compliance with CDC guidelines in response to COVID-19, refer to ECTC Continuity of Operations Plan.

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: 2022, 2023, and 2024. 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: 2022, 2023, and 2024. 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 Women Voters, Firestone, Ten 8, Florida Power and Light

Objective 3: Calculate, review and publish ECTC's overall completion rate every year for the next three years: 2022, 2023, and 2024. 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 quantitative 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; 2022, 2023, and 2024. 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: 2022, 2023, and 2024. 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.

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: 2022, 2023, and 2024. 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 and Cape Funds 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: 2022, 2023, and 2024. 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 certification 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; 2022, 2023, and 2024. 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: 2022, 2023, and 2024. 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: 2022, 2023, and 2024. 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, state, and federal funding.
- Request financial support from Walton County School Board for further expansion.

- Continue to increase programs at the new instructional service center at Magnet Innovation Center.
- New Health Science Sim Lab to Main Campus.
- Additional programs to ECTC Main Campus:
  Applied Information Technology, 600 clock hours 8 OCP's.
  Health Science Programs

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.

- TRIUMPH Grant- $8,099,500.00 of which $3,846,000.00 funds Project #230 The Walton County School District Empowering Education and Transforming Economic Opportunities.
- Walton County School District and St. Joe Company are providing $4,253,500.00 in-kind match funding.
- ECTC will receive $2,146,000 in Triumph Grant funds in the following categories:
  - $1,730,000.00 for buildings and equipment.
  - $67,000.00 for supplies and materials (Industry Certifications).
  - $168,500.00 for tuition and waivers/supports (Accreditation Fees).
  - $180,000.00 for Instructional personnel (IT, Medical Assisting and Medical Administrative Specialist Instructors).
  - $1,582,500.00 portion of match funds allocated for ECTC as follows:
    - $1,209,000.00 for buildings and equipment.
    - $13,500.00 for supplies and materials (Industry Certifications).
    - $360,000.00 for Instructional Personnel (IT, Medical Assisting and Medical Administrative Specialist Instructors).

Evaluation:

- EZ audit, VA audit and yearly internal audit.
- TRIUMPH grant approval received March 15th, 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 and continually update social media posts on ECTC Facebook page.
- Continue to lease a billboard on HWY 90.
- Update current Marketing Tools

Objective 3: ECTC instructors need to develop new methods to network with local business and industry professionals.

Strategies:

- Develop new methods for students to network with local business/industry professionals.

- CTE instructors will revise program sections in the work-based learning plan.

Current Financial Resources:

Cares Act Funds $450,000.00

Objective 4: Continue with safety procedures in place to prevent the spread of airborne viruses. ECTC will implement school-wide safety measures in 100% of all buildings, classrooms and offices on campus prior to August 10, 2020.

Strategies:

- Touchless hand sanitizing stations mounted on walls at all building entry points.
- Social Distancing.
- Optional mask wearing.
- Increase outdoor eating spaces to ensure social distancing.

ECTC has adjusted cleaning schedule to accommodate sanitizes surfaces throughout the school day.

- Purchase additional outdoor seating for eating/breaks.
- Continue to utilize DocuSign
- Continue to utilize and install ScanSnap scanners
- Purchase and implement FOCUS attendance kiosks for each classroom

Current Financial Resources:

- Cares Act 2- 1 & 2 $ 750,000.00

Objective 5: Emerald Coast Technical College will add an Instructional Service Center, Emerald Coast Technical College at Magnet Innovation Center-Watersound.

- The Instructional Service Center is scheduled to open Jan. 2022 with Applied Information Technology classes beginning Jan. 10th 2022.
- The Instructional Service Center will continue to add programs in subsequent years.

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.
- Applied Information Technology, 600 clock hours 8 OCP's.

Evaluation:

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

Current Financial Resources:

- Funding for the Instructional Service Center comes from the TRIUMPH Grant.