

## *Southwest Technology Center*

### *Shared Vision 2020- One Page Summary*

The Shared Vision 2020 of Southwest Technology Center is about ***“One Wildly Important Goal- Meeting and Exceeding the Training of SWTC Stakeholder”*** through growth and quality improvements starting from the inside and moving to the external. Viewpoints of its stakeholders were sought through surveys and focus groups: students, faculty and staff, board members, partner schools, business community and the community-at-large.

Five committees were appointed including administrative staff and faculty members. These committees were ***Student Recruitment and Marketing, Student Retention, Program Evaluation, Communication and Technology***. These committees will continue working through the term of the Shared Vision to ensure on-going success and achievement.

The findings of these committees focused on three significant areas; ***growth, customer service and communication***.

***Growth*** is seen as recruiting through earlier exposure of alternative careers with students, relating to the millennial student to improve retention, increasing number of partner schools, adding a new program and increasing the classes and hours of the Business and Industry Services.

Also, growth depends on maintaining and improving its extremely positive relationship with the partner schools in its district plus many other businesses such AAFB, WOSC, and City of Altus. The partnership with Altus Air Force Base through the “Grow Your Own Mechanic” program has served as a model for other schools state and nationwide. Growth will occur by exposing students

***Customer Service*** focus is to stay in touch with stakeholders through on-going surveys and focus groups and then responding to identified needs with speed.

***Communication*** focus is to cultivate a culture and environment of high trust and respect through enhanced communication and transparency. Activities will include more appropriate use of technology, assemblies and the superintendent meeting with stakeholders.

#### **Vision**

Enhance the quality of life for Stakeholders.

#### **Mission**

Changing lives one career at a time.

#### **Core Values (Adopted by faculty and staff)**

- Investing in the Community
- Success
- Changing Lives
- Excellence
- Integrity

# *Southwest Technology Center*

## *Shared Vision 2020*

### **Executive Summary**

This is the Shared Vision 2020 of Southwest Technology Center. It is the result of SWTC seeking the viewpoints of its stakeholders through surveys and focus groups: students, faculty and staff, board members, partner schools, business community and the community-at-large.

Each stakeholder group was asked the Ultimate Question: On a scale of 1-10 how likely is it that you would recommend SWTC to your family and friends? Tell us why you scored us the way you did?

- 9-10 are raving fans.
- 7-8 are neutral. Those who scored this way are neither raving fans nor detractors. They can be influenced to be a raving fan if needs and wants are met.
- 0-6 are detractors- They are not necessarily fans of SWTC.
- Result: Each group scored above 9.

SWTC is one of the four smallest Technology Centers in Oklahoma and provides training opportunities comparable to even the largest schools. SWTC has one campus at 711 W. Tamarack Road and an off campus program located in the Southwest Technology Center hanger at the Altus/Quartz Mountain Regional Airport.

SWTC has developed a close and extremely positive relationship with the partner schools in its district plus many other businesses such as AAFB, WOSC, and City of Altus. Our partnership with Altus Air Force Base through the "Grow Your Own Mechanic" program has served as a model for other schools state and nationwide.

Through creative application of new technologies and management of resources, SWTC has been able to maximize its impact on not only our students, but the communities served.

### **Vision**

Enhance the quality of life for Stakeholders.

### **Mission**

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***WILDLY IMPORTANT GOAL:  
Meeting and Exceeding the Training Needs of SWTC  
Stakeholders***

***Goal 1. Growth***

*Issues/Concerns- SWTC's area is small geographically with a diminishing population. It has fewer and fewer students in surrounding rural community/partner schools to recruit.*

**Each student recruited and retained is important and critical.**

**Growth will be achieved by:**

- **Recruiting adjoining nonaffiliated school districts**
- **Increasing career major offerings by at least one career majors as needed.**
- **Identifying and providing opportunity for industry recognized certifications for all programs**
- **Reducing second semester enrollment losses to less than 5%.**
- **Expanding recruitment and marketing efforts to include 5<sup>th</sup> through 8<sup>th</sup> grade students in the district**
- **Utilizing State of the Art Technology in operations and instruction**
- **Increasing the training opportunities for stakeholders and to apply innovative approaches to exceed the expectations of those stakeholders.**

***Goal 1: Strategic Action 1: Evaluate the short term and long term training needs of stakeholders and adjust training offerings to meet those needs:***

**Milestones:**

1. By April 1, 2016, SWTC will complete an annual program needs assessment through surveys and SWOTS analysis by stakeholders.
2. By July 1, 2017, SWTC will pursue adequate funding as necessary to finance the expansion and upgrade of programs as outlined in the needs assessments.
3. Counselor and Student Services Director will continue to meet directly with sending school counselors to stay abreast of their emerging training needs.
4. Business and Industry Services (BIS) staff will continue to meet directly with District businesses to stay abreast of their emerging training needs.
5. Superintendent and Chief Operations Officer will continue to hold regularly scheduled meetings with area school Superintendents and Principals to stay abreast of their emerging needs.
6. By August 30, 2016, SWTC will extend invitations to at least 4 tour dates to faculty and staff from sending schools to enhance their knowledge of the training opportunities of the district.
7. By December 1, 2017 and annually thereafter, extend invitations for at least 4 student/parent tours (per year) of campus programs and facilities for the purpose of recruiting students beginning with Middle Schools through High School.
8. By November 1 of every year, SWTC leadership team will evaluate the program offerings and assess the need to expand or reduce training based on the identified needs of stakeholders.
9. Integrate professional training by BIS for all students annually.

***Goal 1: Strategic Action 2: To Create the Possibility of Interactive Classes with SWTC Partners.***

**Milestones:**

1. By August 30, 2016, the Marketing and Public Relations Department will provide a needs assessment to both sending schools and local businesses.
  - a. The needs assessment will be made with collaboration of the Marketing and Public Relations Department with the instructors of SWTC programs and other pertinent personnel.
  - b. The design of the needs assessment will focus on identifying the educational needs of the sending schools and local businesses that can be met by Southwest Technology Center. This will include whether or

not the sending schools and/or local businesses need access to online media resources.

2. By October 15, 2016, the Marketing and Public Relations Department will collect the needs assessment provided to the sending schools and local businesses and will formulate initial recommendations identified in the returned needs assessments. This information will be presented to SWTC leadership team and then shared with the instructors and other pertinent personnel.
3. By December 15, 2017, review plans and make decisions about which recommendations to incorporate into the educational offerings of SWTC.

***Goal 1: Strategic Action 3: Cooperate and actively participate in annexation proceedings (town hall meetings, school board meetings, and tax assessment elections) with unaffiliated school districts to extend training opportunities to the citizens and businesses of those districts as requested.***

***Goal 1: Strategic Action 4: Increase program offerings by September 2015 with the addition of another full-time program with industry certifications.***

**Milestones:**

1. By May 30, 2015, Identify possible (new) certifications for each program to that can be offered.
2. By October 2016, every program will have a certification to offer students before they complete their training for a program.

***Goal 1: Strategic Action 5: Increase classroom capacity to allow for growth in enrollment by September 2015.***

**Milestones:**

1. By September 2015, to have completed two new classrooms at the Aviation Program.

2. By September 15, 2017, identify alternatives to facility expansion by utilizing unused resources in our service delivery area.

***Goal 1: Strategic Action 6: Increase full time enrollment.***

**Milestones:**

1. By 2020, increase enrollment from 77% to 80% of capacity.
2. By July 1, 2015, there will be a monthly concentrated focus of marketing for BIS/ACD advertising—separate from any full-time marketing activities.
3. By July 1, 2015, one time per quarter, BIS/ACD focus highlighting a “Business of the Quarter” and at least one ACD class to be the focus in the Altus Times.
4. By July 1, 2015, post two moveable signs (one in the foyer and the other outside the BIS office) that highlight BIS/ACD services.
5. By July 1, 2015, add one new BIS/ACD class offering per year
6. By July 1, 2015 – July 1, 2018, add one new BIS/ACD class offering every other year that results in a certification.

***Goal 1: Strategic Action 7: Upgrade equipment and technology.***

**Milestones:**

1. By April 30, 2015, the Information Technology Department will increase the capacity of the bandwidth from 100 megabytes to 500 megabytes. This will provide increased and faster access to streaming of online computer sources and will decrease the amount of buffering for online videos.
2. By August 15, 2015, SWTC instructors will utilize Moodle for dispersing additional learning tools to the students for enhanced learning. Ongoing training for the instructors will ensure that the instructors are using Moodle to their highest efficiency.
3. By May 1 of each year, each department will complete an assessment to identify needed technological items and will place these items on a priority needs list. The priority needs list will be examined by the school administration and purchased as funds are available.
4. By June 30 of each year, desktop computers will be replaced according to the SWTC rotational schedule.
5. By August 1, 2016, the faculty and staff computers that were replaced will be utilized to upgrade computers in other areas of the campus.
6. By June 30, 2016, distant learning equipment will be updated.

7. By June 30, 2016, network security equipment will be updated to protect the integrity of district equipment.
8. By June 30, 2016, email server and email operating system will be upgraded.
9. By June 30, 2017, servers will be virtualized to protect the integrity of our network system.
10. By June 30, 2017, the UPS units that provide power to the server room during external power failures will be replaced.

***Goal 1: Strategic Action 8: Increase student recruitment activities through educating and exposing students in middle through high schools to career alternatives. Increase activities to bring more young students and parents into contact with SWTC programs and facilities and staff.***

**Milestones:**

1. By end of school year (Annually):
  - a. Conduct facility tours for all 10<sup>th</sup> grade students in the district.
  - b. Conduct recruiting programs at the home schools of all 10<sup>th</sup> and 8<sup>th</sup> grade students in the district and distribute fact sheets and brochure.
  - c. Conduct career programs for eighth grade students from small sending schools.
  - d. Assist in plans of study for 8<sup>th</sup> and 10<sup>th</sup> grade students in small schools.
  - e. Assist in administering PLAN (10<sup>th</sup>) and EXPLORE (8<sup>th</sup>) tests for sending schools and helping students and parents to interpret results.
2. By end of school year 2017 (Annually thereafter):
  - a. 5th Grade Career and Activity Day at the Intermediate School.
  - b. 5th grade Career and Activity Day for all small schools at SWTC.
3. By end of school year 2018 (Annually thereafter):
  - a. 8th Grade Career and Activity Day at the Altus Junior School.
  - b. 8th grade Career and Activity Day for all small schools at SWTC.

***Goal 1: Strategic Action 9: To provide continual training to staff to keep them apprised of new and emerging technologies and enhance their skills in current technologies and software.***

**Milestones:**

1. SWTC will continually offer staff training on any new equipment or software purchased either through in-house trainers or through outside available resources such as training offered by the State Department of Career Tech, product specific training through vendors, group training at other technology centers or SWTC hosted seminars.
2. As a result of the data collected by the SWTC technology committee, a block of time has been allocated weekly to address the technical training needs of the faculty and staff. This training is being delivered as one hour weekly in-service sessions on various technology related topics.

***Goal 2. Customer Service***

***Issues/Concerns- The surveys and focus groups provided valuable information to SWTC about those things that were highly valued. Although the survey results were excellent, the stakeholders identified they were unaware of some events and opportunities at SWTC.***

**Goal 2: Strategic Action 1: By January 2015 the SWTC Website will be operational and maintained on on-going basis.**

**Milestones:**

1. By May 30, 2015, class instructors and other pertinent personnel will submit updates and changes regarding SWTC web pages to the Information Technology Director. The changes will not be made directly on the SWTC website but will be recommendations from the respective personnel regarding their specific areas of instruction. These recommendations will reflect:
  - a. New thoughts and ideas for advertising the area of instruction to the appropriate audience.
  - b. Updates regarding that area of instruction.
2. By October 15, 2015, the Information Technology Director and the Public Relations Director will collaborate and make final changes to the actual



- SWTC web pages based upon the recommendations of the class instructors and other pertinent personnel.
3. These actions will be done annually in an effort to keep the SWTC web pages up-to-date and relevant to the offerings of SWTC.

***Goal 2: Strategic Action 2: To maintain School Partner Relations NPS (Net Promoter Score) above 8.***

**Milestones:**

1. Counselor and Student Services Director will continue to meet directly with sending school counselors to maintain positive relationships with our sending schools.
2. BIS staff will continue to meet directly with District businesses to maintain positive relationships with district businesses.
3. Superintendent and Chief Operations Officer will continue to hold regularly scheduled meetings with area school Superintendents and Principals to maintain positive relationships with sending schools' administration.
4. By June 30, 2015, all current employees will be given a tour of all facilities.
5. By June 30, 2016, all new employees will be offered a tour of facilities within the first 30 days of employment.
6. Professional training will be offered to the staff of the sending schools semi-annually in August and February of each school year. (A professional educational day is planned in each of these months.)

***Goal 2: Strategic Action 3: To maintain Student Relations NPS (Net Promoter Score) above 8.***

**Milestones:**

1. Student appreciation assemblies will be held each semester.
2. Evaluate student policies annually through administrative meetings/reviews.
3. By June 30, 2016, faculty and staff will be trained on millennial generation.
4. By August 2016, BIS staff will offer one job readiness training session per semester to support classroom curriculum.

***Goal 2: Strategic Action 4: To maintain the Business Community NPS (Net Promoter Score) above 8.***

**Milestones:**

1. BIS will conduct surveys to identify training needs of Business partners annually.
2. BIS will hold focus group meetings by occupational areas (i.e. retail, auto repair, health care, etc.) bi-annually.

***Goal 3. Culture***

***Issues/Concerns- Students, faculty and staff identify that they are more productive and engaged in an environment of trust and respect. A High trust culture will be cultivated through enhanced communication and transparency.***

***Goal 3: Strategic Action 1: To maintain Employee Relations NPS (Net Promoter Score) above 8.***

**Milestones:**

1. Provide all staff training as need indicates.
2. By June 30, 2015, all staff training on “***Effective Communication Skills***” with an outside presenter proven to be an effective communications trainer will be conducted.
3. Training needs will be compiled and assessed annually through an employee satisfaction survey.

***Goal 3: Strategic Action 2: Provide quick reference guides to employees to assist in completing sporadic tasks.***

**Milestones:**

1. By October 31, 2015, each division will assess their work processes and identify tasks that employees only do sporadically and therefore need assistance or guidance each time they complete those tasks.
2. By October 31, 2016, identified guides will be developed in quick reference format; laminated for continual or student usage; and strategically located for ease of use.
3. By December 31, 2016, all guides shall be placed on a network drive under quick reference guides.
4. By October 31, 2016, adjunct and Substitute teacher guides will be developed and made available at the respective administrative assistant desks for handout to the respective teacher as they report to duty.

*Goal 3: Strategic Action 3: Develop training on email effectiveness to enhance the communication outcomes.*

**Milestones:**

1. By October 31, 2016, provide training to more effectively utilize email to improve communication between all staff.
2. Annual updates for improving email communications.

**DISTRICT INFORMATION**

- |                             |                             |
|-----------------------------|-----------------------------|
| 3. District Name:           | Southwest Technology Center |
| 4. District Superintendent: | Dale Latham                 |
| 5. District Number:         | 27                          |
| 6. County Name:             | Jackson                     |
| 7. Mailing Address:         | 711 West Tamarack Road      |
| 8. City, State Zip:         | Altus, Oklahoma 73521       |
| 9. Telephone:               | (580) 477-2250              |
| 10. Fax Number:             | (580) 477-0138              |

**11. Demographics**

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|-----------------------------------|-----|
| 12. Average Enrollment (ADM):     | 315 |
| 13. Total Number of Staff:        | 50  |
| 14. Number of Certified Staff:    | 18  |
| 15. E-rate Low Income Percentage: | 70  |
| 16. Number of School Sites:       | 1   |