

Career and Technical Education Strategic Plan Commitments 2018

(Based on the collaborative work of Advisory Council & DESE)

Vision

Creating Career Ready Missouriians

Mission

CTE exists to provide relevant and meaningful opportunities for students so that they have the skills, knowledge and experiences necessary to support needs of business and industry.

Values

Student-focused

Relevancy

Quality

Partnerships

Innovation

Integrity

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Our Stakeholders

Students

Parents

Communities

Local Education Agencies

Business and Industry

Higher Education

Strategic Partners

Local, State, and Federal Government

Strategic Focus Areas and Goals

Student Achievement

Our goal is to improve overall student achievement in Career and Technical Education.

Marketing, Image, and Partnership

Our goal is to improve the image and brand of Career and Technical Education while utilizing partnerships to create opportunities and pathways for students.

Business and Financial Operations

Our goal is to leverage resources and funding to create quality and innovative Career and Technical Education programs.

Career and Technical Education Strategic Plan Commitments 2018

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Student Achievement

Our goal is to improve overall student achievement in Career and Technical Education.

Objectives (Key Measures)

- Technical Skill Attainment/Industry Recognized Credentials
- Graduation Rate (concentrated areas)
- Placement of graduates
- Number of Career and Technical Education Certificate Earners (future measure)

Improvement Actions

- Develop and implement a comprehensive and systematic process that improves Technical Skill Attainment (TSA) scores and Industry Recognized Credentials.
- Develop and implement a comprehensive and systematic process that improves Career and Technical Education students' graduation rate.
- Develop and implement a comprehensive and systematic process that improves Career and Technical Education graduates' placement rate.
- Develop and implement a comprehensive and systematic process that improves the number of Career and Technical Education certified earners.
- Evaluate the relevance of current programs through the Common Criteria and Quality Indicators (CCQI) and create a plan to develop relevant programs to ensure we are meeting the needs of business and industry.
- Develop a comprehensive professional development plan that supports the success of Career and Technical Education teachers and retention of quality staff.

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Marketing, Image, and Partnership

Our goal is to improve the image and brand of Career and Technical Education while utilizing partnerships to create opportunities and pathways for students.

Objectives (Key Measures)

- Student enrollment – headcount / %
- # of internships and apprenticeships
- # of business partners
- Perception of internal and external stakeholders (survey)

Improvement Actions

- Design and implement a cohesive statewide communications and marketing campaign to improve public confidence in Career and Technical Education Programming (Improvement Actions are in alignment to Marketing Taskforce and [Changing Perceptions document](#)).
- Target outreach towards key stakeholders, using messaging that will resonate with different audiences.
- Outreach efforts should be a mix of processes, tools, and activities, with delivery tailored to stakeholders' desired communication channels.
- Campaign activities should be coordinated statewide, with Career and Technical Education providers charged with local implementation.
- Identify measures of success to support a formative assessment of the strategic campaign and provide data for course correction.
- Design a comprehensive survey and focus group plan/process that provides valuable feedback relative to all strategic focus area goals and objectives.

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Business and Financial Operations

Our goal is to leverage resources and funding to create quality and innovative Career and Technical Education programs.

Objectives (Key Measures)

- % of funding from outside resources
- Perception of stakeholders (survey - fiscal responsibility & transparency)
- Return on investment (possible future measure - need a data source/formula)

Improvement Actions

- Develop a communication plan that supports two-way communication and transparency relative to the utilization of the Career and Technical Education financial dashboard and budgeting processes.
- Explore and utilize additional funding sources including business and legislature incentives.
- Expand the CTE Advisory Board and/or its' communication processes that would support more involvement from business and industry and our legislature.
- Create a return on investment measure that supports fiscally responsible decision making and determining progress.
- Explore innovative strategies to revitalize CTE buildings and infrastructure.
- Create a return on investment measure that could be used as a means to encourage additional stakeholder involvement and partnerships specifically from business and industry.

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