

Director's Report **August 2004**

Strategic Plan Mid-Point Review. The Pennsylvania Department of Education requires that all school entities complete a six-year strategic plan and a mid-point review. ECTS is due for its mid-point review this year. The school completed its original strategic plan in 2001. During August and September, the administrative team will be working with faculty, staff, board members and community members to review and refine our strategic plan. A brief review of the plan by administrative staff indicated that the original plan still has merit.

The original strategic plan can be embellished in a couple of ways. There are far more details in the quality action plan than there were in the original strategic plan. By incorporating the quality action plan as part of the strategic plan, the vision, mission and actions will become more closely aligned. The administrative staff also spent some time refining our vision for the coming school year. As proposed, the refined vision maintains many of the same elements as were in the original strategic plan. The refined vision does however reflect progress and changes made in our operation over the last three years.

Administrative Retreat. All nine administrators spent three days working together in an administrative retreat on August 9, 10 and 11. The retreat, titled *Urgency, Vision, Communication & Action*, focused all administrators on the school's vision, identified situations that advocate the vision, and recognized opportunities to explain and promote the vision. A draft of a vision map is included with the board report and will be reviewed during the study session.

With several new and relatively new administrators on staff, the time spent together was very valuable. It was obvious over the three days that there truly is a shared vision amongst the administrators.

PAVA (Pennsylvania Association of Vocational Administrators). There have been several recent events across the commonwealth that raised questions about the position career and technical education (CTE) holds in the economic development, workforce development and educational system. As examples, the state bureau director for CTE was asked to resign his position in late July, PDE's Project 720 was rolled out but excluded career and technical education schools, and negative comments about CTE have come from individuals associated with the governor. In response to these concerns, the PAVA executive committee (ECTS' director is PAVA's secretary/treasurer) held a strategic planning session. The strategic plan is intended to position CTE for the many challenges and opportunities that are before the profession.

Performance Indicators. Staff members are putting the final touches on their measures of performance for the 2003-2004 school year. The performance indicators are closely associated with our quality management system and give faculty, staff and other interested parties a good glimpse of how the school is performing across all aspects of our operation. The "grade card" is included in the supplemental information of this board packet. It will also be available for review through our Internet home page.

Administrators' Summer Conference Presentation. The principal and director co-presented at the PAVA Summer conference in July. Their presentation, titled *A Better School Through 3DM, ISO and Strategic Planning*, explained what ECTS is doing in all three of these areas. Those that attended the presentation were mostly interested in our work with 3DM (Data-driven Decision Making) and so most of our presentation covered our performance indicators. There were several positive comments from those that attended the session. In addition, 93% of evaluation responses rated the session as either excellent or good. A copy of the PowerPoint used in the presentation is included in the supplemental information section of this board packet.

Student Satisfaction Survey Results. The analysis of the 2003-2004 high school student satisfaction surveys is complete. The overall campus responses were very encouraging. There were four areas noted in the responses that warrant some attention. Furniture and building comfort received lower than average scores. In addition, guidance services and placement services received fewer "high marks" and more "low marks" than other categories. They did receive a good evaluation in terms of combined "excellent" and "good" responses. Administratively, we will be looking at these four areas to see what the issues might be and how we can respond to them. A copy of the survey results is included in the supplemental information section of this board packet.