

Goal 1: Strengthen Public Relations			
Problem Definition: There is a lack of public relation activities by the school to improve community awareness of secondary and post-secondary programs and services offered.			
Co-captains: Joe Tarasovitch and Jeff Smith			
Measurable/Observable Product: An organized public relations plan initiated by the Erie County Technical School to present ECTS to our customers			
ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	BUDGET
Objective A. Identify Message			
1. Promote ownership of ECTS campus			
2. Promote value of ECTS training			
3. Promote successes of programs			
4. Promote opportunities for students			
5. Promote events at ECTS			
Objective B. Audiences & Activities			
1. District school boards			
A. Invite JOC members to review student portfolios.	Principal, Director	Spring 2011	
B. Invite district school boards to hold a meeting at ECTS- provide tour.	JOC, Director	Fall 2010	
C. Attend district school board meetings with current students.	JOC, Principal	February CTE week.	
D. Distribute monthly <i>District Report</i> of JOC meeting.	Director	Monthly	
2. Superintendents & Other District Administrators			
A. Provide program tours to superintendents, JOC members and sending school teachers and administrators.	Director	Monthly	
B. Invite superintendents to review student portfolios.	Director	Spring 2011	

Goal 1: Strengthen Public Relations			
ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	BUDGET
C. Invite principals to review student portfolios.	Principal	Spring 2011	
3. Sending School Teachers			
A. Invite districts to form a teacher exchange	Superintendents		
a. District level endorsement	Director		
b. Experience all programs	Faculty		
c. Expose academic content	Faculty		
d. Expose technical content	Faculty		
e. Present postsecondary opportunities	Faculty		
4. ECTS staff			
A. Teacher/Staff Recognition Event	CHQR	May	
B. Recognition of Achievement (e.g. Gold Star, accreditation, service pins)		Monthly	
5. Parents			
A. Invite to participate in field trips	Faculty		
B. Invite to participate in portfolio reviews	Faculty		
C. Send positive note to parents about their child	Faculty	Quarterly	Post cards
D. Create parent email distribution list for each program	IT Manager	Fall 2010	
6. Current students			
A. Graduate Comments in labs	Principal		Splash boards
7. The community at large			
A. Press Releases about ECTS events	?		
a. Develop and refine an internal process for publicity requests.			

Goal 2: Personalized Staff Development			
Problem Definition: Instructors want to have direct input into the selection of topics that are provided in staff development sessions.			
Co-captains: Natalie Fatica and Jan Kennerknecht			
Measurable/Observable Product: An individualized professional development plan for all certified staff members			
ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	BUDGET
Objective A. Develop an individual PD plan based on the needs and desires of faculty member and campus priorities			
1. Review annual professional development assessment	Faculty		
2. Summarize annual professional development assessments	PD Committee, Principal, CHQR		
3. Review student satisfaction, senior exit and graduate follow-up data	Faculty		
4. Review Act 48 status	Faculty		
5. Review personal professional growth goals (degrees, certification, etc)	Faculty		
6. Consider industry and organization accreditation/certification standards	Faculty		
Objective B. Develop plan development process			
1. Compose a plan that accounts for personal, professional and organizational goals	Faculty		
2. Submit professional development plans/requests for administrative approval	Faculty, Principal	November	
3. Coordinate professional development activities to meet the greatest number of faculty members	CHQR		
Objective C. Provide resources to conduct personalized professional development			
1. Activate the professional development committee	CHQR		
2. Establish professional development announcements under the Faculty Connection section of the web page	Director		

Goal 2: Personalized Staff Development

ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	BUDGET
3. Consider participation in on-line training package (e.g. PD360)	PD Committee		
4. Consider and allocate sufficient fiscal resources to carry out plans	Business Manager, Director		
5. Promote participation in PDE, BCTE, SREB and other appropriate agency-sponsored training activities	PD Committee, CHQR		

Goal 3: Retain Current Students STAY - Staff Teams Assisting Youth			
Problem Definition:			
ECTS has determined that the percent of students who complete their program of study is not acceptable.			
Co-captains:			
Lisa Sorensen and Patty Palo			
Measurable/Observable Product:			
Student retention rate shows an upward trend as compared to 2009-10 retention data of 1 st year students			
ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	BUDGET
Objective A. Plan for and Monitor Retention of At-Risk Students			
1. Analyze departure points of students	Principal/Guidance/Admissions	Monthly	
2. Analyze causes of student drops	Guidance/Principal	Monthly	
3. Determine level of satisfaction of those who left ECTS	Guidance/Principal	Monthly	
4. Communicate details to sending school staff	Guidance	Quarterly	
5. Provide contracted counseling services	(e.g., Gary McEnery)	TBD	
6. Identify up to 80 at-risk students for staff assistance and monitoring	Principal/Guidance/Admissions	September	
1. Assign personnel to monitor groups of at-risk students	Principal	Fall 2010	
2. Meet to discuss at-risk issues	STAY Team	Bi-weekly	
3. Analyze drop vs. transfer data	Director/Principal	Monthly	
4. Measure success on retention efforts	Director, Principal, STAY Team	June 2011	
Objective B. Implement Strategies to Increase Attendance of At-Risk Students			
1. Notify instructor of students with history of attendance problems	Admissions	September	
2. Maintain personal contact with students who have attendance problems	Instructor/Principal	On-going	
3. Initiate parent communication	Instructor/Guidance/SSO	September	

Goal 3: Retain Current Students STAY - Staff Teams Assisting Youth			
ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	BUDGET
4. Initiate sending school guidance counselor contact	Admissions/Guidance	On-going	
5. Utilize an attendance incentive plan	Guidance/Principal	On-going	
Objective C. Implement Strategies to Support Academic Performance of At-Risk Students at ECTS and at Their Sending School (Core Academics)			
1. Identify place to go for help with academics at ECTS	Instructor/Instructional Aides	September	
2. Provide Study Island/Remediation (math or reading)	SSO - Literacy	As Needed	
3. Identify students' academic needs	Admissions	September	
4. Monitor mid-term grade reports from districts	STAY Team	Quarterly	
5. Provide instructional aide assistance	STAY Team	As Needed	
Objective D. Implement Strategies to Support Emotional Needs of At-Risk Students			
1. Inform instructors of students with emotional needs	Admissions/Guidance/SSO	September	
2. Initiate contact with students	STAY Team	September	
3. Make contact with sending school case manager for students with emotional issues	Guidance	As Needed	
4. Maintain contact with parents	Faculty	As Needed	
Objective E. Implement Strategies to Support Environmental Needs of At-Risk Students			
1. Review students' issues with appropriate personnel	STAY Team	As Needed	
2. Provide clothing, uniforms, school supplies or tools	STAY Team	As Needed	
3. Provide referrals for health issues	STAY Team	As Needed	
4. Provide assistance with free and reduced meals	STAY Team	As Needed	