

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	STATUS
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	Pending
B. Invite district school boards to hold a meeting at ECTS- provide tour.	JOC, Director	Fall 2010	Pending
C. Attend district school board meetings with current students.	JOC, Principal	February CTE week.	Pending
D. Distribute monthly <i>District Report</i> of JOC meeting.	Director	Monthly	In-Process
2. Superintendents & Other District Administrators			
A. Provide program tours to superintendents, JOC members and sending school teachers and administrators.	Director	Monthly	Pending
B. Invite superintendents to review student portfolios.	Director	Spring 2011	Pending

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

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	STATUS
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		Pending
2. Summarize annual professional development assessments	PD Committee, Principal, CHQR		In-process
3. Review student satisfaction, senior exit and graduate follow-up data	Faculty		Pending
4. Review Act 48 status	Faculty		Pending
5. Review personal professional growth goals (degrees, certification, etc)	Faculty		Pending
6. Consider industry and organization accreditation/certification standards	Faculty		Pending
Objective B. Develop plan development process			
1. Compose a plan that accounts for personal, professional and organizational goals	Faculty		Pending
2. Submit professional development plans/requests for administrative approval	Faculty, Principal	November	Pending
3. Coordinate professional development activities to meet the greatest number of faculty members	CHQR		Pending
Objective C. Provide resources to conduct personalized professional development			
1. Activate the professional development committee	CHQR		Pending
2. Establish professional development announcements under the Faculty Connection section of the web page	Director		Pending

Goal 2: Personalized Staff Development

ACTION STEPS	ACCOUNTABILITY	TIMEFRAME	STATUS
3. Consider participation in on-line training package (e.g. PD360)	PD Committee		Pending
4. Consider and allocate sufficient fiscal resources to carry out plans	Business Manager, Director	Dec. 2010	Pending
5. Promote participation in PDE, BCTE, SREB and other appropriate agency-sponsored training activities	PD Committee, CHQR		Pending

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	STATUS
Objective A. Plan for and Monitor Retention of At-Risk Students			
1. Analyze departure points of students	Principal/Guidance/Admissions	Monthly	In-process
2. Analyze causes of student drops	Guidance/Principal	Monthly	Pending
3. Determine level of satisfaction of those who left ECTS	Guidance/Principal	Monthly	In-process
4. Communicate details to sending school staff	Guidance	Quarterly	Pending
5. Provide contracted counseling services	(e.g., Gary McEnery)	TBD	In-process
6. Identify up to 80 at-risk students for staff assistance and monitoring	Principal/Guidance/Admissions	September	In-process
1. Assign personnel to monitor groups of at-risk students	Principal	Fall 2010	Pending
2. Meet to discuss at-risk issues	STAY Team	Bi-weekly	Pending
3. Analyze drop vs. transfer data	Director/Principal	Monthly	In-process
4. Measure success on retention efforts	Director, Principal, STAY Team	June 2011	Pending
Objective B. Implement Strategies to Increase Attendance of At-Risk Students			
1. Notify instructor of students with history of attendance problems	Admissions	September	Pending
2. Maintain personal contact with students who have attendance problems	Instructor/Principal	On-going	Pending
3. Initiate parent communication	Instructor/Guidance/SSO	September	Pending

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