Southeastern Technical Institute

Our Mission is to Transform Students into Lifelong Learners, and transition graduates into entry level positions within the career field.

The Vision of the Southeastern Technical Institute is to develop and refine programs that meet and support the needs of our students and industry partners.

The goals of Southeastern Technical Institute are organized around four core philosophies:

Mastery of Foundation Skills:	Development of Interpersonal Skills:
• To provide high quality and educationally sound programs that meet state, federal, and industry proficiency standards • To provide active learning opportunities in classroom, laboratory and workplace settings • To demonstrate the effectiveness of comprehensive programs by providing graduates with work ready skills and knowledge	• To prepare students to use proper communication skills within business or educational settings • To develop active listening, problem solving, and proper workplace etiquette • To provide an understanding and expectation of professional ethical behavior • To establish and maintain employer, industry, and community relationships to ensure contacts necessary for student success
Proactive Student Engagement:	**Commitment to Stretch Learning Initiatives:**
• To provide effective student services that recognize individual differences and ensure successful student retention, graduation, and employability • To provide a school community that appreciates the strengths and contributions of all • To create a safe learning environment that allows individuals to take risks, express viewpoints, and experience the day to day challenges that build resilience	• To expose students to current and emerging technologies for the purpose of personal and professional growth • To expose students to the rigors and relevance of their course of studies through tiered clinical and externships experiences • To prepare graduates for industry credentialing through a multitude of preparation options and opportunities

STI Strategic Plan

2020-2023

Year 1

GOAL 1 – Admissions: STI will increase admissions 5% each year of the three year plan.

	Strategies	Cost	Timeline	Evaluation	Responsibility	Status
Marketing						
	Explore additional methods of Marketing	Fixed Costs	Ongoing	Developing new methods of advertising STI programs	M. Wilcox, P. Illsley	Gathering information regarding procedures and costs
	Expand our use of several Social Media platforms, Instagram, YouTube, TikTok	$8,000	Ongoing	Increase in applications	Social Media Team	Using Instagram, cleared to advertise on YouTube, PayPal
	Develop new marketing videos for each program	$10,000	Spring 2021-Spring 2022	Completion of videos	M. Wilcox, R. Jermyn, P. Illsley	Developing a focus for the video Schedule filming, starting with evening trade programs
	Outreach - HS, Job Centers, Community Organizations	Fixed Costs	Ongoing	Increase in inquiries, referrals, applications from new sources	R. Jermyn	Developed video for HS students and will expand concept
Technology						
	Explore Populi's full potential	Fixed costs	Ongoing	Improved use of Populi	Support Staff	Utilizing admissions, financial, gradebooks, communications, some LMS systems
Streamline Admission Process						
	Communication Plans (CP)	Fixed costs	Ongoing	Increase in Applications, increased conversion rate, improved follow through	Support Staff	CP have been developed to move students from inquiry through the accepted process.
	On-going Admission	Fixed costs	Ongoing	More students complete process earlier	Support Staff and Program Directors	Covid adjustments being evaluated for continued use
Testing Options						
	Choice of test for PN program	TBD	2021/2022	Identify and evaluate potential testing platforms	TBD	Waiting for new PN program Director input
	Computer based testing	TEAS $70 Accuplacer $25 extra per student	Ongoing	Evaluate process and outcomes	TBD/P. Illsley/M. Wilcox	Enrolling all programs now using a remote testing option. Evaluate in spring of 2021 for costs and other issues.

5/5/21

Goal 2 - Building Infrastructure – Facilities, Equipment, Furniture

Area	Strategies	Cost	Timeline	Evaluation	Responsible	Status
Facilities						
	Plumbing program facility expansion	$15,400	Fall 2020-Spring 2021	Project Completed	P. Illsley, D. Degan, S. Nelson	90% completed
	Electrical program new program space	$21,500	Spring 2021	Project Completed	P. Illsley, D. Degan, S. Nelson	Build began in April 2021
	HVAC Program moving to refurbished space	$55,000	Summer 2021	Project Completed	P. Illsley, D. Degan, S. Nelson	Planning stage
Equipment						
	New Dental Chairs	$45,000	2021 Budget	Installation of new chairs	P. Illsley, J. Ferris	Budgeted, waiting for new fiscal year to order
	HVAC Equipment: Boilers, trainers, etc.	$12,000	2021 Budget	Purchase of new equipment	P. Illsley, D. Degan	Budgeted, waiting for new fiscal year to order
Furniture						
	New Chairs in computer lab	TBD	2022 Budget	Purchase of new furniture	P. Illsley	
	New Desks and chairs in the PN classroom	TBD	2022 Budget	Purchase of new furniture	P. Illsley	
	New Chairs in MA lab	TBD	2023 Budget	Purchase of new furniture	P. Illsley	
Technology						
	SmartBoard update	$5,000/board	Yearly	Replace 1 outdated Smartboard each year	P. Cleary	Budgeted, MA Lab will be replaced this spring
	Replace Teacher laptops and chromebooks	TBD	Ongoing	Scheduled replacement of devices	P. Illsley, P. Cleary	Laptops replaced at district level, chromebooks being evaluated

5/5/21

Goal 3 - Program Development: By Spring of 2023 STI will explore possibilities for new Chapter 74 programs and expand on existing programs.

Area	Strategies	Cost	Timeline	Evaluation	Responsibility	Status
Explore potential development of new Chapter 74 Programs						
	Ex: Automotive	TBD	Spring – Fall 2021	Decision made	P. Illsley	Not yet begun
	Ex: Carpentry	TBD	Spring – Fall 2021	Decision made	P. Illsley	Not yet begun
Obtain Chapter 74 Approval						
	Plumbing	Fixed Cost	Fall 2020-Spring 2021	DESE approval of program	P. Illsley, D. Degan, C. Barros	Application completed, program denied. On hold pending Plumbing regulation change
	Proceed with application process for 1 identified program.	Fixed Cost	Fall 2021-Spring 2022	DESE approval of program	P. Illsley, D. Degan, C. Barros	Not yet begun
Expand Existing Programs						
	Medical Assisting Evening	Fixed Cost	Jan 2021-March 2022	Enroll and begin program, produce graduates	P. Illsley, S. Beer	Program began in January with 9 students
	Dental Assisting Evening or Continuing Education opportunities	Fixed Cost	TBD	Enroll and begin program, produce graduates	P. Illsley, J. Ferris	SET and STI collaboration for DA students
Grant Based Programs						
	300 Hour programs					
	- CTI Grant Welding	$5,000	Spring 2021	Enroll, begin program, produce graduates	P. Illsley, D. Degan	Program running with 7 students
	- CTI Grant Machine Tool	$5,000	Spring 2021	Enroll, begin program, produce graduates	P. Illsley, D. Degan	Not running at this time
Dual Enrollment						
	Expand dual enrollment with district high schools in select programs	Fixed Costs	Ongoing	Increased Enrollment	R. Jermyn, A. Thomson, P. Illsley	5 dual enrollment students this year

5/5/21

Goal 4 – Accreditation: By 2023 STI will have maintained and expanded Institutional and Programmatic Accreditation as required.

Area	Strategies	Cost	Timeline	Evaluation	Responsibility	Status
Accreditation – COE Reaccreditation – November 2022						
	Develop Timeline for Reaccreditation	Fixed	Spring 2021	Timeline Completed	CORE Team	
	Develop Budget	Fixed	Winter 2021	Budget Approved	P. Illsley	
	Prepare Self Study	$2,000	Spring 2021	Finished document and exhibits	CORE Team	
	Attend Conference	$4,000	Summer 2021	Conference attendance	P. Illsley, TBD	
	Site Visit	$3,000	Fall 2022	Successful Visit	P. Illsley, CORE, STI Faculty	
Hybrid Learning Application with COE						
	Prepare Application	$1,000	Spring 2021	Successful Approval	P. Illsley, D. Degan, S. Beer	Application in process
Program/Change Approval						
	TBD (HVAC)					
Program Specific Accreditation - Nursing						
	State rules and regulation revision		TBD			
	Develop Budget		TBD			
	Developing sub-groups, gathering, and creating		TBD			
	Attending Conference		TBD			
	Organizing final draft of report		TBD			
	Site visit		TBD			
Program Specific Accreditation - DA in 2020 - CODA						
	Develop Timeline for CODA visit	Fixed Costs	update spring 2021	Timeline Completed	P. Illsley, J. Ferris	Completed
	Prepare Self Study	$2,500	Spring 2021	Finished document and exhibits	P. Illsley, J. Ferris	Ongoing
	Site Visit	$3,000	Fall 2021	Successful Visit	J. Ferris	Nov. 2021
Medical Assisting MAERB 2023						
	Timeline being prepared					

5/5/21

Goal 5 – Improve student Completion, Placement and Licensure rates by 5% each year of the plan.

Area	Strategies	Cost	Timeline	Evaluation	Responsibility	Status
Evaluation of Student Support Need						
	Determine what type of support is required – technology, training (study skills), tutors, instructor support, etc.	TBD	Ongoing	Increased retention, success rate	STI Staff	ongoing
Technology						
	Student printing needs	TBD	Ongoing	Solution to student printing needs	STI Staff	ongoing
	Digital 1:1 initiative	$400-1,500 per student -Student purchase	Ongoing	Plan that meets the needs of all students in all programs	STI staff	Piloted in several programs, need evident, final plan needed
	Expand the use of Populi for faculty and students	Fixed Costs plus Training costs	Ongoing	All STI faculty (PT/FT), all STI students are utilizing Populi effectively	STI Staff	Populi is used by all, more training to be provided
Academic Support						
	Summer Camp	$2,500	Fall 2021	Student attendance at summer camp and improved retention rate	STI Staff	Piloting with PN students Fall 2021
	Boot Camp	$2,500	Ongoing	Student attendance at Boot camp and successful retention in program	STI Staff	Ongoing – 3 years, will be combined with PN Summer Camp
	Peer Tutors	$2,000	Ongoing	Student participation and successful retention in program	STI Staff	Increased this year, continue at a higher level next year
Professional Development						
	Professional Development Focus area – Language and Content Strategies, Adult Learners, etc	$2,000	Ongoing	Implementation of new Strategies by Faculty	STI Staff	Survey faculty needs, Spring 2021
	Technology Training, evening school instructors	$500	Ongoing	Improved technology skills for pt evening faculty	STI Staff	Scheduling training sessions
Completion, Placement, and Licensure improvement						
	Attrition	TBD	Ongoing	Improved attrition rates, 5% each year of plan	STI Staff	Creating a process that identifies causes of student attrition

	Placement	TBD	Ongoing	Improved placement rates, 5% each year of plan	STI Staff	Improving the Career Placement Plan and process to identify problem areas and provide appropriate support