2012-2015 Strategic Plan

Goal #1—Program Delivery
**Develop quality programs that drive students to industry licensure, placement, or
continuing education upon completion of the program.**

Objectives	Measures of Success	Resources	Timeline
1. Implement student internships resulting in increased mastery of employability "soft" skills.	Internships designed and implemented to measure student mastery of employability "soft" skills.	*Internship evaluation data and ancillary materials *Technology Centers That Work* *Advisory committees *Internship sites	*Plan implementation 2012-2013 *Annual report measuring increases in spring 2014
2. Implement a Program of Study system resulting in increasing numbers of students who achieve dual enrollment CTE credit.	Statistically significant increase in the number of students attaining dual enrollment for post secondary pathways.	*Central Arizona College *Pima Community College *Central Arizona POS Consortia *Advisory committees *Parent communication *High school communication *Technology Centers That Work*	*Implementation 2012-2013 *Annual report measuring results each spring 2014
3. Implement plans resulting in increasing numbers students who succeed in certification or licensure industry exams that qualify them for CTE programs, jobs, military and/ or postsecondary entrance.	90-100% of students taking industry examinations will receive certification or licensure.	*Student achievement data from industry examinations *Industry examination organizations *Advisory committees *Technology Centers That Work*	*Implementation 2012-2013 *Annual report measuring results spring 2013

Goal #2—Marketing to Stakeholders
**Initiate an innovative marketing and public relations system that
ensures targeted CTE information**

Objectives	Measures of Success	Resources	Timeline
4. Implement a plan designed to extend communication to every stakeholder.	A plan is implemented that includes at least one new strategy for delivering information to all stakeholders.	*Information Technology *Community Relations *All stakeholders *Technology hardware to deliver multiple mediums of communication (video, print, online, phone, etc.)	Plan designed with new strategy implemented by summer 2013

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Goal #3—Student Achievement
Design and implement assessments that measure student mastery of CTE standards.

Objectives	Measures of Success	Resources	Timeline
5. Implement plans resulting in increasing numbers of students meeting or exceeding pass rates on ADE CTE end-of-program state assessments.	90-100% of students taking ADE CTE assessments will achieve a pass score.	*Student achievement data *ADE CTE department *Continuous improvement plans *Advisory committees	*Annual report measuring increases in spring 2013
6. Implement CAVIT performance skill assessments that measure increased student mastery of CTE technical skills.	Assessments designed and implemented to measure student mastery of ADE CTE standards.	*Assessments and ancillary materials *Student achievement data *Advisory committees	*Implementation 2012-2013 *Annual report measuring results each spring 2014
7. Implement ADE CTE workplace standards as part of the approved curriculum.	100% of adopted curriculum will include ADE CTE workplace standards.	*ADE workplace standards *Arizona Department of Education *Advisory committees	*Adoption aligned to 2013-2014 curriculum
8. Evaluate and revise the professional development plan to provide curricular, instructional, and assessment support to increase student achievement.	Publish a report indicating positive correlation between participation in professional development and teacher effectiveness as measured by teacher evaluation and student assessment scores.	*District data process and systems *Program evaluation process *Technology Centers That Work *Pinal County ESA *ADE/ACTE/ACOVA	*Report completed by spring 2014