



STRATEGIC PLAN

2021-2026



OKLAHOMA
CareerTech



EXECUTIVE SUMMARY

Oklahoma's Career and Technology Education System is focused on developing a world-class workforce. The CareerTech System delivers educational experiences through a network of 399 PK-12 school districts, 29 technology center districts, 13 skills center sites and 32 adult basic education providers. CareerTech's ultimate goal is to improve Oklahoma's economy by providing individuals with the training and skills necessary to be successful in the workplace and providing companies with the required workforce necessary to compete globally. CareerTech leverages partnerships with businesses and educational institutions to enhance career awareness, increase educational attainment, and meet the needs of our state. CareerTech is an integral part of Oklahoma's economy.

VISION

We are securing Oklahoma's future by developing a world-class workforce.

MISSION

We prepare Oklahomans to succeed in the workplace, in education and in life.

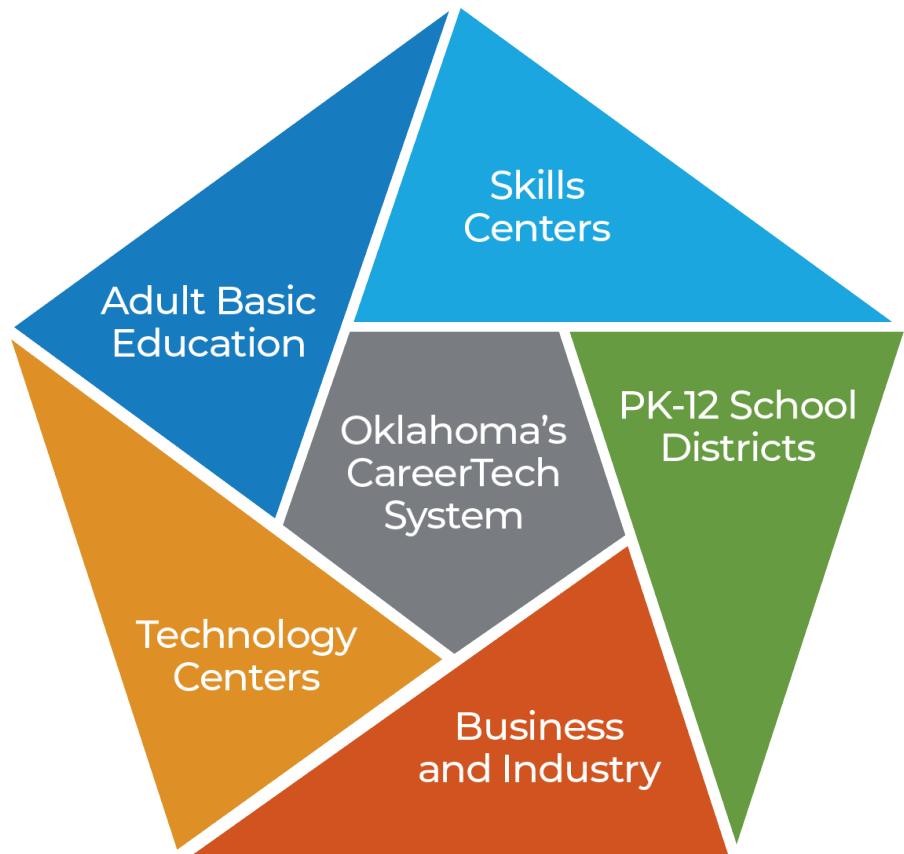
GOALS

- Educational Attainment
- Career Awareness
- Business/Educational Partnerships
- Agency Operations

VALUES

We believe in ...

- Service to our customers and stakeholders.
- Data-driven decisions.
- High-quality educational experiences.
- Innovation, flexibility and accountability.
- Diversity and inclusion.
- Ethical behavior.
- Commitment to excellence.
- Exceptional professional development and technical assistance.



CAREERTECH SOLVES THE WORKFORCE SKILLS GAP

For over 100 years, Oklahoma CareerTech has served the state, connecting students and businesses with education, training and work experience to drive the economy. That century of responsive service shows ODCTE's exemplary record of adapting to evolving industries including aerospace, construction, agriculture, manufacturing, health, information technology and energy. However, there is no time like the present. Oklahoma's industry clusters have potential for major growth over the next five years.

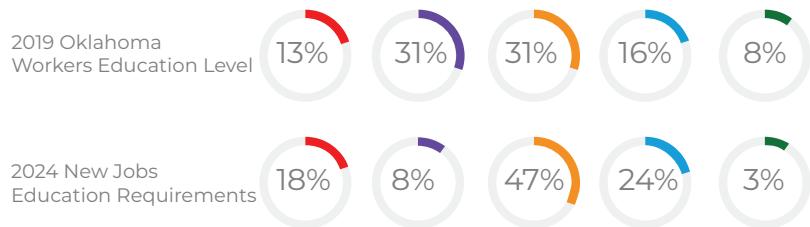


Source: Oklahoma Works Workforce Innovation and Opportunity Act Unified State Plan, Pys 2020-2023

The Governor's Workforce Council-Approved Workforce Innovation and Opportunity Act plan illustrates the impact in the graphic below. CareerTech plays a key role in WIOA as well the council's initiative around the Centers for Workforce Excellence.

ODCTE's curriculum and training cater directly to these industries that, by 2024, will add 33,000 new jobs paying \$80,000 per year on average. Is Oklahoma prepared to meet the workforce demands? Nearly 1 in 2 new jobs will require a certificate, credential or degree, but in 2019, less than one-third of workers had that background. There is work to be done, and Oklahoma CareerTech will deliver.

OKLAHOMA'S WORKFORCE GAP



■ High School and Less ■ High School ■ Associate/Certificate/Credential ■ Bachelor's ■ Graduate

Source: Oklahoma Works Workforce Innovation and Opportunity Act Unified State Plan, Pys 2020-2023

ODCTE's diverse, industry-informed educational opportunities offer programming critical to these areas. CareerTech also offers career planning services, business and industry partnerships, work-based learning – and greater than 90% student placement rate. Examples of opportunities include CareerTech's Career Clusters in subjects such as agriculture, construction, business management, finance, health, information technology, manufacturing, engineering, mathematics, science and transportation.

However, no programming is complete without a guiding set of goals, objectives and benchmarks to be met – and data logging progress. As part of ODCTE's commitment to continuous improvement, the agency has identified critical success measures to chart its progress toward its goals of educational attainment, business/educational partnerships, career awareness and agency operations.

These goals and success measures are critical to the success of our agency. Relevant data is tracked and analyzed, with the results used to inform operational decisions to improve our services. That is required of any well-run organization, but at CareerTech, we also believe it is essential for a state agency serving the people of Oklahoma.



EDUCATIONAL ATTAINMENT

Goal 1

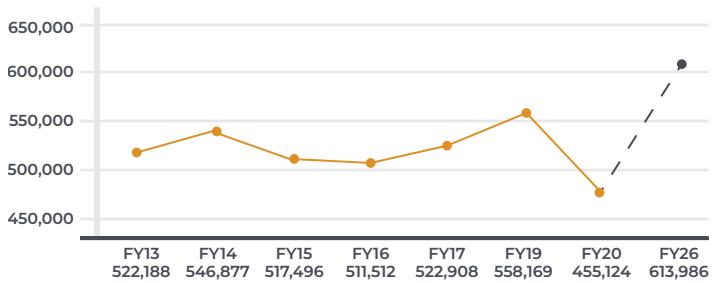
Provide Oklahomans with the skills and abilities needed to enter the workforce and postsecondary education.

Objectives

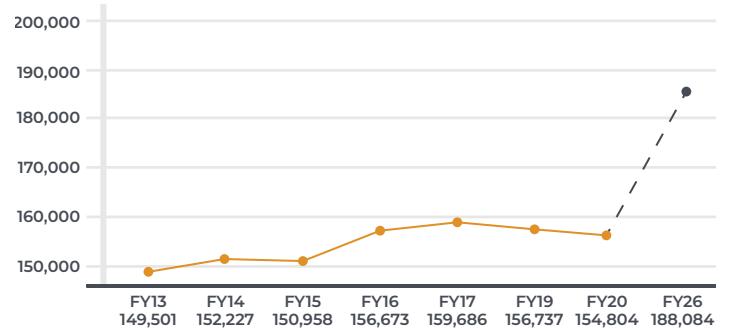
- 1.1 Expand enrollment opportunities for CTE students in all delivery arms.
 - PK-12 Districts
 - Technology Centers
 - Skills Centers
 - Adult Basic Education
 - Business and Industry
- 1.2 Expand funding for all CareerTech programming, and enhance learning opportunities for all students.
- 1.3 Enhance industry credentials support for students.
- 1.4 Ensure CareerTech student organizations show high levels of engagement.

Critical Success Measures

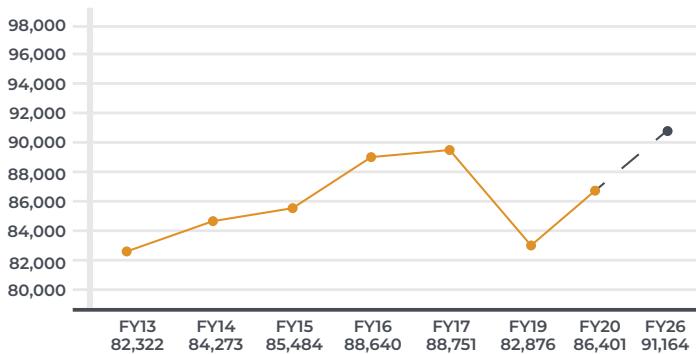
- Increase enrollment in the CareerTech System by 10% from 558,169 in 2019 to 613,986 in 2026.
 - Secondary Students
 - Increase CareerTech secondary student enrollment by 20% from 156,737 in 2019 to 188,084 in 2026.
 - Increase PK-12 CareerTech programs by 20% from 1,308 in 2019 to 1,569 in 2026.
 - Postsecondary Students
 - Increase CareerTech enrollment for postsecondary students by 5% from 401,432 in 2019 to 421,504 in 2026.
 - Increase postsecondary full-time enrollment by 10% from 9,768 in 2019 to 10,746 in 2026.
 - Increase Skills Centers (full-time, short-term and partnership programs) by 2% over the next five years from 2,071 in 2019 to 2,112 in 2026.
 - Increase Adult Basic Education enrollment by 10% over the next five years from baseline data of 12,647 in 2019 to 13,912 in 2026.
 - Expand Adult Basic Education providers by 10% from 32 in 2019 to 35 in 2026.
 - Increase Adult and Career Development, Training for Industry and Industry-Specific Training enrollment by 6% from 376,964 2019 to 399,581 in 2026.
- Increase unique businesses served by 15% from 8,021 in 2019 to 9,225 in 2026.
- Increase industry credentials by 5% annually from 19,566 in 2018 to 24,972 in 2026.
- Ensure average positive placement for CareerTech students exceeds 90% annually.
- Increase CTSO membership by 10% from 82,876 members in 2019 to 91,164 in 2026.
- Ensure community service information is collected and reported. In 2021, develop process for collection. In 2023, develop baseline hours served and dollars equivalent. From 2023-2026, increase community service hours by 2% annually.



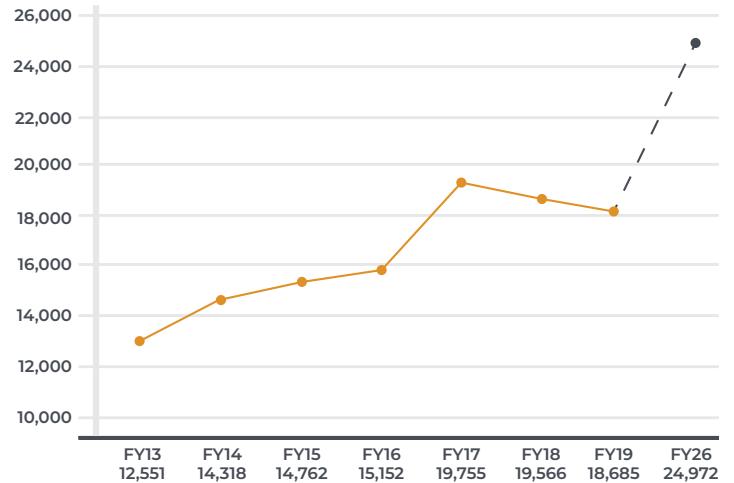
Total Enrollment



PK-12 CareerTech Secondary Enrollment



CTSO Participation



Industry Credentials/Certifications

BUSINESS/EDUCATIONAL PARTNERSHIPS

Goal 2

Collaborate with key business and educational partnerships to expand economic development and improve educational experiences for students, including diverse perspectives and backgrounds.

Objectives

- 2.1 Enhance Oklahoma industry/education partnerships to expand awareness among all stakeholders and develop Oklahoma's workforce.
- 2.2 Identify and implement additional educator externships.
- 2.3 Identify and implement additional student work-based learning opportunities.
- 2.4 Foster greater engagement between business/industry and CareerTech student organizations.

Critical Success Measures

- Increase educator externships from 80 in 2020 to 650 in 2026.
- Increase student work-based learning experiences; establish data baseline in 2021 and set a benchmark to increase by 10% annually.
- Establish a baseline of the number of businesses engaged with CTSOs.



CAREER AWARENESS

Goal 3

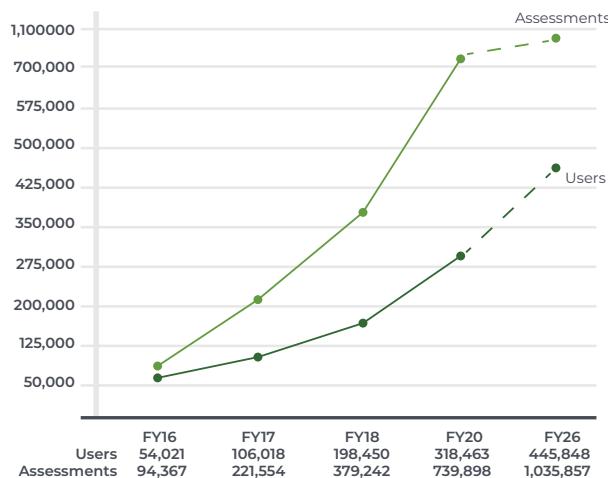
Ensure Oklahomans have the knowledge and skills to make informed career choices and be better equipped to enter the workforce.

Objectives

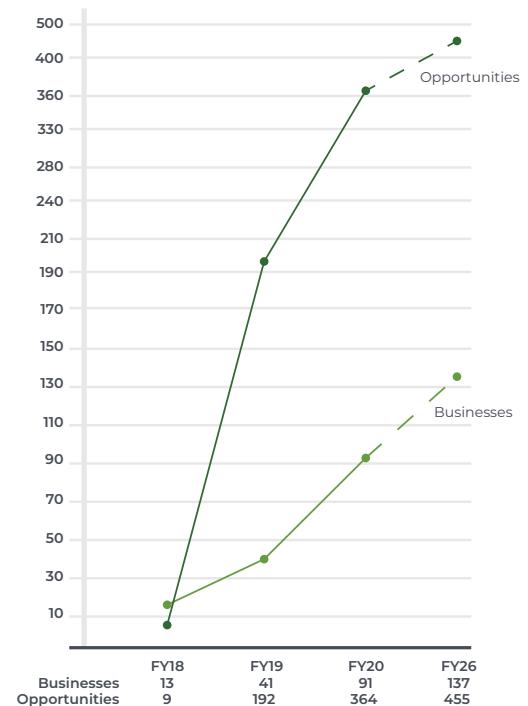
- 3.1 Expand OKCareerGuide.org to be the foundation for career awareness and planning for students, parents, educators and business and industry.
- 3.2 Increase students' opportunities to engage with business and industry through job shadowing, work-based learning and career exploration opportunities.
- 3.3 Assist school districts in meeting all Oklahoma students' individual career and academic plans.

Critical Success Measures

- Increase OKCareerGuide.org secondary and postsecondary users by 40% from 318,463 in 2020 to 445,848 in 2026.
- Increase OKCareerGuide.org secondary and postsecondary assessments by 40% from 739,898 in 2020 to 1,035,857 in 2026.
- Increase the number of OKCareerGuide.org-registered businesses by 50% from 91 in 2020 to 137 in 2026.
- Increase the number of OKCareerGuide.org business opportunities posted in Connect to Business by 25% from 364 in 2020 to 455 in 2026.
- Increase OKCareerGuide.org My Educational Plans (ICAP) by 25% from 41,179 in 2020 to 51,474 in 2026.



Users & Assessments on OKCareerGuide.org



Career Awareness business opportunities posted to Connect to Business

AGENCY OPERATIONS

Goal 4

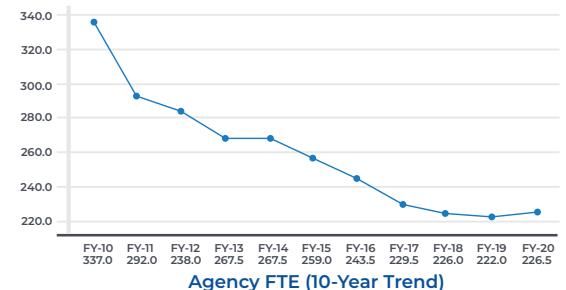
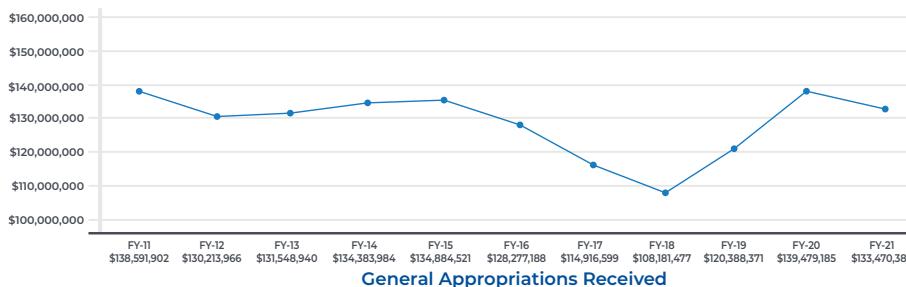
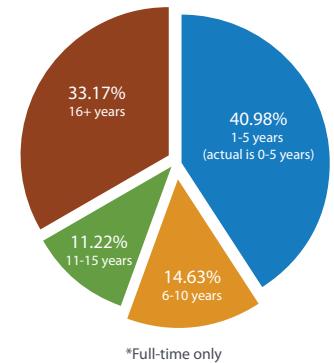
Ensure agency operations and services effectively and efficiently meet stakeholders' needs, and secure resources to maximize our mission.

Objectives

- 4.1 Ensure fiscal responsibility.
- 4.2 Ensure the efficient and effective use of current resources supports core values.
- 4.3 Encourage and support high-quality professional development and employee recognition activities.
- 4.4 Ensure facilities are clean and safe, and ensure a positive work environment.

Critical Success Measures

- Maintain cost efficiency by limiting administrative costs to 3% of the agency's budget.
- Invest in employees through professional development and increase professional development opportunities.
- Begin developing a process, procedure and location for logging and maintaining staff professional development hours.
- Develop baseline number of professional development hours for 2021 and increase them by 10% by 2026.
- Enhance and evaluate onboarding process through HR and other division onboarding processes.
- Develop onboarding and continued agency staff professional development as needed or requested by staff members.
- Recognize employees through Pinnacle awards and other recognition programs at least twice annually. Evaluate, revise and expand recognition programs as needed.



CAREERTECH CHAMPIONS



NATASHA SMITH
UNION HIGH SCHOOL

In 2009, Natasha Smith wasn't sure what to do after high school. Then, a friend urged her to enroll in office management technology at Gordon Cooper Technology Center in Shawnee. There, she sparked her love of CareerTech education and joined Business Professionals of America, serving as state parliamentarian and national postsecondary vice president. She went on to a degree in career technical and workforce development from the University of Central Oklahoma. Today, she teaches multimedia and web design at Tulsa's Union High School. In August 2020, she was named New Teacher of the Year in Business Marketing and Information Technology Education during CareerTech's summer conference, Oklahoma Summit. She also serves on BPA's board of trustees.



FALCON MCDOULETT
CANADIAN VALLEY TECHNOLOGY CENTER

Falcon McDoulett knew he wasn't the type to sit at a desk and answer emails all day. He needed to work with his hands. In 2018, his friends convinced him to join the machining program at Canadian Valley Technology Center in El Reno. That took him to SkillsUSA's national contest and eventually a job offer from Huntington Ingalls Industries, a Virginia shipbuilding company that works with the U.S. Navy. Today, the former Tuttle High School student gets to use those skills making parts for nuclear-powered submarines and aircraft carriers – some of the most advanced engineering marvels the world has ever seen. He has also joined the U.S. Marine Corps Reserve, which will open doors to more career opportunities unavailable to civilians.

Interactive Data

In 2019, CareerTech established the interactive data webpage of OKCareerTech.org to provide key information and data points to the public and other agency stakeholders on our statewide system's operations. Putting reliable, clear information at the public's fingertips is a critical part of our agency values. This transparency helps the agency provide excellent service to customers, make data-driven decisions and enforce accountability systemwide. Go to CareerTech's homepage and search "interactive data" and click the link.



WILLIAM POWELL **LEXINGTON SKILLS CENTERS**

William Powell was serving a 10-year prison sentence when he was accepted into the licensed trades program at the CareerTech Skills Center inside Lexington Correctional Center. Before he started his training to be an electrician, Powell said, his life was completely void of any source of pride. Through the Skills Centers training program, Powell completed his General Education Development certificate and later became a certified unlimited electrical journeyman and contractor. Today, he owns his own electrical business, Powell Electric, in Ponca City.



BILL LEYRER AND TERRELL COX **RED RIVER TECHNOLOGY CENTER**

More than 30 years ago, Red River Technology Center electronics instructor Bill Leyrer was a SkillsUSA district and national officer from the same Duncan tech center where he now teaches. Last year, he paid it forward and saw one of his students follow in his footsteps. Terrell Cox was Oklahoma SkillsUSA postsecondary president for 2019-2020 and the first RRTC student elected since his instructor's day. The Duncan High School graduate said Leyrer challenged him to push himself and take initiative in social situations. That advice helped him take first place in the job interview category of 2019's state leadership contest. Cox said if it weren't for Leyrer, he doesn't know what he'd be doing today.

Professional Development

CareerTech's values emphasize a commitment to excellence. No educational institution can remain effective without continuing to innovate, develop new models and adapt to new ways of learning. CareerTech's culture encourages and fosters professional development systemwide, from leadership and managers to front-line staff. This ensures the entire agency remains abreast of the latest developments in career and technology education and continues to provide students the education they have come to trust.



RAMSEY MILLER **HEALTH OCCUPATIONS AT YUKON HIGH SCHOOL**

Former CareerTech student Ramsey Miller is a labor and delivery nurse in Virginia – and a hero. Earlier this year, she put her nursing training to the test, saving two lives in the Philippines and earning HOSA's 2020 National Hero award. She and a colleague were in Manila for a nursing mission trip when a deadly typhoon struck. While the storm raged, they found a woman giving birth in the street, and they acted quickly and with only primitive supplies, helping with the difficult, dangerous birth and saving the lives of the woman and her daughter. They also helped the infant take her first breath when she was in distress. A graduate of the University of Oklahoma's nursing program, Miller has passion for health care that was fueled by her time as a health occupations student at Yukon High School, where she competed in HOSA's state leadership conference and was vice president of her local HOSA chapter.

Continuous Improvement

Each state agency entrusted with the public's hard-earned tax dollars must commit to continuously improving its services. CareerTech bases its approach in time-tested, researched and industry-informed methods. The agency charts its performance against widely published benchmarks, reporting on its results to its stakeholders and adjusting its operations accordingly. This work is detailed in publicly available reports such as the annual report, available at agency locations and online.



TETHERTECH SAFETY **CADDO KIOWA TECHNOLOGY CENTER**

Safety has always been a chief concern of trucking company owner Billy Turner. Alarmed by fatal accidents in 2019, he began looking for ways to stop trucks from losing wheels – a common cause of fatal truck wrecks. Turner and lifelong friend Troy Miller connected with Caddo Kiowa Technology Center in Fort Cobb, and TetherTech became a CKTC Business Development Center and Incubator tenant. That relationship led to the patented TetherTech Hub System, which runs a steel cable through an axle tube tethered to a pair of wheel end caps. It keeps trucks' wheels from flying off when a bearing fails. The product, installed in less than an hour, saves both money and lives.



For more information, please contact

Dr. Marcie Mack, State Director

OKLAHOMA DEPARTMENT OF
CAREER AND TECHNOLOGY EDUCATION

**1500 West Seventh Avenue
Stillwater, OK 74074-4398**

405.377.2000

www.okcareertech.org

POWERING OKLAHOMA'S ECONOMY



OKLAHOMA
CareerTech

OKLAHOMA DEPARTMENT OF CAREER AND TECHNOLOGY EDUCATION
1500 WEST SEVENTH AVENUE | STILLWATER, OK 74074-4398

OKCAREERTECH.ORG | 405.377.2000 | 800.522.5810