



2022-2027 STRATEGIC PLAN | CLEARWATER CAMPUS

Mission

Our mission is to provide students the opportunity to develop national workplace competencies to fill the needs of business and industry.

Vision

To be our communities' first choice for technical training.



Opportunity starts here

Clearwater Campus

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Pinellas Technical College-Clearwater Campus is accredited by the Council on Occupational Education (COE), 7840 Roswell Road, Building 300, Suite 325, Atlanta, Georgia 30350, (770) 396-3898 or 1 (800) 917-2081, FAX (770) 396-3790, www.council.org.



As part of the Pinellas County School district, Pinellas Technical College is accredited by Cognia, Cognia is the parent organization for the North Central Association Commission on Accreditation and School Improvement (NCA CASI), Northwest Accreditation Commission (NWAC) and the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI).

Pinellas Technical College-Clearwater Campus is an alliance member of the Commission on International and Trans-Regional Accreditation (CITA).

Most Pinellas Technical College programs are further accredited by a professional accrediting body and/or approved by a licensing or certifying agency. These program accreditation, licensing, and certifying agencies include:

- Commission on Accreditation of Allied Health Education Programs Florida Department of Agriculture and Consumer Services.
- Florida Department of Business and Professional Regulation
- Florida Department of Highway Safety and Motor Vehicles
- Florida State Board of Cosmetology
- Florida State Board of Nursing
- HVAC Excellence
- Automotive Service Excellence (ASE)
- National Institute of Metalworking Skills (NIMS)
- International Association of Healthcare Central Service Material Management (IAHCSCMM)

Strategic Direction	Strategic Goal 3.0.1: In collaboration with Pinellas County business and community partners we will drive economic development in Pinellas as evidenced by a Plan Period cumulative \$500,000,000 economic impact by 2027.	Owners	Initiate	January Status 2024	Dec 2024
	<u>Minimum funding available to support goal attainment - \$25,000</u> Action Steps:				
Workforce and Economic Impact	1) Continue collaboration and strengthening of business and industry relationships and partnerships <ul style="list-style-type: none"> a. Continue to organize program advisory committees as sub-sets of the School Advisory Council/Institutional Advisory Committee. b. Identify and invite members from the business community, to include Chambers of Commerce, Community Leaders, and PTC students. c. Develop an enhanced job description for the SAC/IAC clearly defining role and mission. d. Establish an annual event where the SAC/IAC reports initiatives, results of the Comprehensive Local Needs Assessment (CLNA) and school data to program advisory members, students, faculty, and community. 	Exec Director PTC Administrators Office of Workforce Innovation (OWI)	August 2023	The institution has engaged the community through strengthening advisory member numbers, the relationship with the Central Pinellas Chamber of Commerce through various activities on campus. C and D are still in progress.	We have added the Pinellas Park and Safety Harbor Chambers of Commerce to our community engagement strategy. We have also increased our involvement with the Bay Area Manufacturers Association (BAMA).
	Graduate Economic Impact Previous Plan Period 2016-2022 - \$234,844,710 2016-2023 - \$353,275,477 (2022-23 \$55,105,450) 2016-2024 - \$420,155,597 (2023-24 \$66,880,120)				

PTC Strategic Plan 2022-27 Goals and Actions

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	2) Provide innovative educational options through a focus on industry competencies based on knowledge, skill, and ability. <ul style="list-style-type: none"> a. Complete an annual needs assessment of industry and develop plans for implementing career skill training programs to support industry needs. b. Provide courses to include, but not limited to customized training, soft skills, short courses for technical skill enhancement, Quality of Life titles, and project management skills. c. Develop Career Pathing – bundling Industry Services classes, leading to a final employment destination. d. Explore grant opportunities to provide incumbent worker training at the worksite or venues and formats that facilitate employee involvement. e. Distribute a list of OWI career skill enhancement courses to employers through the Career Rocket email list serve. 	PTC Administrators Office of Workforce Innovation (OWI) Placement Coordinator	August 2023	The Office of Workforce Innovation continues to work with the community to provide short courses and learning opportunities for area residents.	OWI has developed a 24 course offering. We are also working with Promising People on a new virtual electricity program for the incarcerated.

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	3) Maintain an interactive system for digital job posting by employers, digital resumes and portfolios for students, E-interviews and placements whereby enhancing student placement services to more effectively connect employers and students for employment. a. Maintain an electronic job posting/placement system that facilitates student and employer connections. b. Enhance participation by students and employers through regular and frequent promotion of the electronic job posting system. c. Develop an annual report card produced by the PTC Career Placement Office that includes jobs posted, students/graduates placed in jobs and employers hiring PTC students/graduates. d. Identify resources for an improved system. e. Embed the Placement Specialist into the student intake process for job interview skills/preparedness.	Placement Coordinator	August 2023	The Career Rocket Program has been implemented and continues to grow in number of employment listings and student use/accounts.	Item C has not been completed. Item E has been difficult to complete. We have had changes in our registration (Element 451) to further complicate the situation. Multiple approaches have been tried.
	4) Maintain communications with the business and community through distribution of the PTC Annual Report to the Community. a. Update the type of stories contained: IE: student success, employer satisfaction b. Maintain a distribution list of occupational advisory members, business partners and community stakeholders.	Office of Workforce Innovation (OWI)	August 2023	The annual report is created by the Office of Workforce Innovation	The report has been changed to an electronic format and will be distributed by end of 2024.
	5) Through a bi-annual Comprehensive Local Needs Assessment, identify emerging occupations that support the Pinellas economy and provide a living wage to entry-level workers. a. Consult with SAC/IAC members for occupational trends. b. Analyze regional occupation forecasting data from CareerSource Pinellas.	Exec Director PTC Administrators Office of Workforce	August 2023	The Director continues to work with the local Chambers of Commerce and other	The director sits on the workforce consortium for CareerSource Hillsborough Pinellas and on the Economic Development Partnership.

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	<div><div>c. Develop and maintain plans for implementation of programs that fill projected needs.</div><div>d. Commission OWI to make an annual presentation to SAC/IAC to better identify job opportunities and more specifically, their required job training needs.</div></div>	Innovation (OWI)		local community organizations to receive input on emerging occupations and overall direction of the college.	
	<div><div>6) Maintain a minimum job placement rate of 90% in each program and increase the rate of each program by 2% annually.</div><div>a. Ensure that data reporting periods are the same at both campuses.</div><div><div><div>2020-21</div><div>Clearwater – 80%</div><div>St. Pete - 87%</div></div><div><div>2022-23</div><div>Clearwater – 85%</div><div>St. Pete – 78%</div></div></div><div><div><div>2021-22</div><div>Clearwater- 90%</div><div>St. Pete – 82%</div></div><div><div>23-24</div><div>Clearwater – 85%</div><div>St. Pete – 78%</div></div></div></div>	<div>Exec Director</div> <div>PTC Administrators</div> <div>Office of Workforce Innovation (OWI)</div> <div>Placement Coordinator</div>	August 2023	Placement rate is a key metric and is always reviewed and discussed with the faculty and the leadership teams.	Monthly program meetings are held with each department to monitor the placement rates.
	<div><div>7) Refine innovative and non-traditional scheduling to increase program enrollment.</div><div>a. Survey students for preferred hours.</div><div>b. Provide program hours that facilitate quick acquisition of workplace skills and stackable credentialing.</div></div>	<div>Exec Director</div> <div>PTC Administrators</div> <div>Office of Workforce</div>	August 2023	This year one cohort of DE students was added and there are plans to	PTC Clearwater is implementing a DE afternoon cohort and an adult program in Culinary Arts. We also added 2

PTC Strategic Plan 2022-27 Goals and Actions

					<p>new DE nursing cohorts for 24 – 25.</p> <p>PTC St. Petersburg added a full-time DE nursing cohort, and implemented DE afternoon programs in Cosmetology and Welding</p>
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	<u>Minimum funding available to support goal attainment - \$25,000</u> Action Steps:				
	c. Survey employers for workforce needs and staffing hours.	Innovation (OWI)		grow more program cohorts in 24-25. Afternoon cohorts are also being planned.	Item C has not been completed.

Strategic Direction	Strategic Goal 3.0.2: Improve student retention rate by 5% before June 2024 – Increased by 2% from last year. <u>Minimum funding available to support goal attainment - \$10,000</u> Action Steps:	Owners	Initiate	January Status 2024	Dec 2024
	1) Define Retention -remaining in a program to full program completion a. Publish current rate (COE Accreditation Data, June 2023) Clearwater – June 2023: 89% Clearwater – December 2024: 91% St. Petersburg – June 2023: 88% St. Petersburg – December 2024: 84% b. Identify and analyze attrition causes and barriers to student completion -Transportation -Child Care -Motivation -Employment Opportunities prior to graduation c. Publish student resources, food banks, childcare, housing assistance etc. on the PTC video information system and through QR codes for quick access. d. Establish a Retention Plan that leverages existing best practices – IE: enhanced student intake process, orientation, and intervention plans	PTC Administrators Guidance Department Financial Aid Department	August 2023	Retention is also a key metric that is monitored. This year we have put in	Both Campuses have moved to an online registration process, Element 451. This has eliminated the need for students to wait in line allowing for more access to student which may not be able to take time to wait.

PTC Strategic Plan 2022-27 Goals and Actions

				the number of career fairs on	
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				campus to assist in opportunities prior to graduation.	
Student Completion Rates	1) Improve Customer Service in all departments. <ul style="list-style-type: none"> a) Deploy a survey at beginning and end of each term (satisfaction/scholarships/how did you hear about us?) b) Monitor customer responsiveness of: front desk, financial aid, guidance, lead teachers to ensure effective service. c) Provide training to be more sensitive to clients during financial disclosure discussions. 	PTC Administrators Guidance Department Financial Aid Department Office of Workforce Innovation (OWI)	August 2023	Students have the opportunity to participate in the annual survey as well as provide suggestions in the suggestion box. Element 451 is also being implemented to assist in providing more	Element 451 has added a new level of online support for our students. We also implement an online bookstore. Last year's annual climate survey results were extremely positive.

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				effective customer service.	
	2) Review the Career Counseling process and align with recommendations by School Advisory Council/Institutional Advisory Committee (SAC/IAC). a. Provide student Mental Health Wellness Courses b. Produce a Resource guide for students and teachers listing community resources, food banks, housing assistance, mental health services. c. Post Resource Guide on Blackboard and the PTC Internal Information System and provide at Student orientation.	Assistant Directors Guidance Department	August 2023	The food pantry is open two times per week. The remaining items are in progress.	PTC Clearwater has their food pantry open on one of the days for staff and students only. The culinary department has donated over 1000 meals last year. We are reviewing a mental health and wellness product for our staff and students. We have initiated our BigSix project to help student understand the need for soft skills development. We are piloting a MyCareer Assist career development product for consideration into next year's SIP. PTC St. Petersburg has opened a "Dress to Impress" professional clothing

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					closet for students to obtain free business attire for internships and interviews.
	<p>3) Instill the expectation that EVERY student will earn at least one industry certification or licensure prior to graduation.</p> <ul style="list-style-type: none"> a. Develop cohort groups by program to facilitate peer support, data collection and tracking. b. Each program will develop an industry certification achievement timeline aligning content mastery to certification preparedness and testing. c. Develop student recognition activities for those earning certifications. d. Implement industry certification promotion across both campuses that publicizes industry certification attainment. <p>2022 – 2023 Clearwater Industry Certification Rate: 63%</p> <p>2023 – 2024 Clearwater Industry Certification Rate: 81%</p> <p>2022 – 2023 St. Petersburg Industry Certification Rate: 44%</p> <p>2023 – 2024 St. Petersburg Industry Certification Rate: 47%</p>	PTC Administrators Teachers Curriculum Coordinators Placement Coordinator	August 2023	We continue to celebrate and acknowledge student success on industry certification. The number continues to rise as more emphasis is placed on certification attainment.	Student achievement celebrations have been implemented in over 60% of programs.

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	<p>4) Improve instruction through content focused professional development for instructors in instructional practice, technical skills and workplace experiences as guided by the SAC/IAC.</p> <p>a. Launch a program to recognize instructors for best instructional practices, participating in PD, achieving industry certifications (themselves) and student industry certification achievement.</p>	PTC Administrators Curriculum Coordinators Teachers	August 2023	This is the fourth year for the PTC award. The district is also recognizing instructors for excellence with the Praise award and core values recognition.	PTC continues to celebrate teacher successes at each faculty meeting. We have implemented a “BigSix” trailblazer award.

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	5) Continue to improve IPEDS Data Reporting <ul style="list-style-type: none"> a. Develop a monthly reporting program for IPEDS data. b. At each campus, an Assistant Director and Guidance Counselor will be responsible for data management and reporting. c. Concentrate on minority enrollment, completion, and certification rates. These data will be reviewed at each registration period and trends will be addressed at that time. d. Develop an institution wide plan for minority student recruiting and performance support. e. Develop institution wide plan for minority staff recruiting. 	Assistant Directors Curriculum Coordinators Carson Bowman, Kimere Corthell Deborah Humbel	August 2022	IPEDS was reviewed by the assistant directors and is now more appropriately aligned to the comparison group.	The new IPEDS alignment has proven to be much closer in actual graduation performance. We continue to focus on the district Bridging the Gap plan to support minority engagement. Both campuses of PTC (Clearwater & St. Petersburg) have the same racial demographics as the areas they serve.
	6) Develop mentorship program <ul style="list-style-type: none"> a. Alumni/peer-to-peer/veterans b. PCSB mentoring class 	PTC Administrators Office of Workforce Innovation (OWI)	August 2022	Mr. Scales is the new leader for the second year of the Rookie Retention Program.	The mentoring program has been working as designed and continues to support our students.

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	7) Implement innovative and non-traditional class scheduling. a. Refine implementation of mid-day class scheduling.	PTC Administrators Guidance Department	August 2022	The programs offered at mid-day are at capacity and administration continues to work to implement new opportunities.	PTC continues to add new cohorts of class offerings. We continue to struggle with finding talent to teach classes but are expanding slowly. The morning classes are close to full, and the only option is to add afternoon and evening programs due to limited plant space.

PTC Strategic Plan 2022-27 Goals and Actions

Strategic Direction	Strategic Goal 3.0.3: By 2027, we will be the primary source for technical enrichment in a culturally diverse community.	Owners	Initiate	January Status 2024	Dec 2024
	<u>Minimum funding available to support goal attainment - \$5,000</u> Action Steps:				
Community Engagement	1) Provide life enrichment, quality of life and family support coursework. <ul style="list-style-type: none"> a. Survey the community to determine needs for enrichment coursework b. Connect with AARP for possible resources c. Develop and implement a culturally relevant community needs survey d. Utilize adult education sites for greater access by community. 	Office of Workforce Innovation (OWI) Business and Industry Services	August 2023	OWI continues to provide new course material.	
	2) Establish PTC satellite classes at Adult Education Centers <ul style="list-style-type: none"> a. Identify groups with whom to meet and data collection strategy (AARP, retired, Hispanic, immigrants, veterans, faith-based) b. Identify programs to offer at Clearview and Clearwater Adult, set timetable for implementation. 	Executive Director PTC Administration Office of Workforce Innovation (OWI)	August 2023	Currently working on a new ISC at the Oldsmar Adult Education facility.	St. Petersburg Campus has implemented a program at Clearview. Clearwater has implemented a program at Clearwater Adult.
	3)				
	4) Continue strategic partnerships with community organizations. <ul style="list-style-type: none"> a. Refine partnerships with high schools for dual enrollment and adult programs. b. Expand programs at multiple high schools and alternative education centers. c. Identify critical community organizations that can support student success and 	PTC Directors Managing Officer - OWI	August 2023	We are continuing to grow as we reached nearly 1000 DE students	DE has continued to expand on campus and at the home school sites. Additional program are being identified for next year.

Year.

PTC Strategic Plan 2022-27 Goals and Actions

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	community engagement. d) Utilize MOU's and Mutual Accountability Plans (MAP) to enhance partnerships.			last year.	
	5) Update the PTC marketing plan to reach community interests and promote life enrichment programming. a. Continue marketing campaign targeting PCSB employees.	Managing Officer – OWI PTC Marketing Specialist	August 2023	OWI has enhanced our online/social media presence with new content as well as secured tv/radio spots and targeted PCSB employees in a post card campaign. We will also begin marketing through a physical PTC merchandise store.	The physical store "campus corner" has been established and is selling merchandise.

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	6) Establish a community outreach process whereby community-based organizations are actively involved in Technical College services. a. Facilitate focus groups to assess community needs. b. Implement “customer satisfaction surveys to gauge the effectiveness of the College at serving the community.	PTC Directors Managing Officer – OWI PTC Marketing Specialist	August 2023	OWI is in the process of launch a community outreach and continues to communicate with the community through various activities.	