



## 2022-2027 STRATEGIC PLAN

St. Petersburg

2024-2025 Evaluation of Progress

Aug 2024

901 34th St S, St. Petersburg, FL 33711

### 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*

**St. Petersburg Campus**

901 34th St S  
St. Petersburg, FL 33711  
(727) 893-2500

<https://www.pcsb.org/PTC-StPetersburg>

**Vision**

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**Mission**

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Pinellas Technical College-St. Petersburg 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](http://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-St. Pete 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:**

- American Dental Association, Commission on Dental Accreditation
- American Welding Society (AWS)
- Automotive Service Excellence (ASE)
- Commission on Accreditation of Allied Health Education Programs Florida
- 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
- International Association of Healthcare Central Service Material Management (IAHCSCMM)
- International Collision Auto Repair (ICAR)
- National Commission for Certifying Agencies (NCCA)

## PTC Strategic Plan 2022-27 Goals and Actions

Strategic Direction	<b>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 \$300,000,000 economic impact by 2027.</b>  <u>Minimum funding available to support goal attainment - \$25,000</u> <b>Action Steps:</b>	Owners	Initiate	Progress Aug 2024	Results
Workforce and Economic Impact	<ol style="list-style-type: none"> <li>1) Continue collaboration and strengthening of business and industry relationships and partnerships               <ol style="list-style-type: none"> <li>a. Continue to organize program advisory committees as sub-sets of the School Advisory Council.</li> <li>b. Identify and invite members from the business community, to include Chambers of Commerce, Community Leaders, and PTC students.</li> <li>c. Develop an enhanced job description for the SAC clearly defining role and mission.</li> <li>d. Establish an annual event where the SAC reports initiatives, results of the Comprehensive Local Needs Assessment (CLNA) and school data to program advisory members, students, faculty and community.</li> </ol> </li> </ol> <p>Graduate Economic Impact Previous Plan Period 2016-2022 - \$234,844,710</p>	Exec Director PTC Administrators  Office of Workforce Innovation (OWI)	August 2022	Preparation for December 2024 SAC meeting including gathering school data and reviewing plans to report findings to committee at the next meeting. SAC continues to be expanded, and every program has an advisory committee. Partnerships added this year include Department of Juvenile Justice, Job Corps, Mayors Academy, Pinellas County Urban League.	

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	<p>2) Provide innovative educational options through a focus on industry competencies based on knowledge, skill and ability.</p> <ul style="list-style-type: none"> <li>a. Complete an annual needs assessment of industry and develop plans for implementing career skill training programs to support industry needs.</li> <li>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.</li> <li>c. Develop Career Pathing – bundling Industry Services classes, leading to a final employment destination.</li> <li>d. Explore grant opportunities to provide incumbent worker training at the worksite or venues and formats that facilitate employee involvement.</li> <li>e. Conduct a comprehensive employer needs survey and course promotion campaign.</li> </ul>	<p>PTC Administrators</p> <p>Office of Workforce Innovation (OWI)</p> <p>Placement Coordinator</p>	<p>August 2022</p>	<p>PTC-STP Placement Coordinator has a new office better suited to assist students with software skills and resumes. School-wide resume and interview sessions held twice per year.</p> <p>Advisory committee feedback used to create instructional plans geared towards the frameworks and industry readiness.</p> <p>OWI is still offering 65 short courses, to enhance opportunities which meet</p>	

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## PTC Strategic Plan 2022-27 Goals and Actions

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				<p>additional industry and career needs.</p> <p>PTC-STP did earn the Florida Center for Students with Unique Abilities grant and those students are actively enrolling in our programs.</p>	
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	<u>Minimum funding available to support goal attainment - \$25,000</u> <b>Action Steps:</b>				
	3) <b>Maintain an interactive system for digital job posting</b> 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. <ul style="list-style-type: none"> <li>a. Maintain an electronic job posting/placement system that facilitates student and employer connections.</li> <li>b. Enhance participation by students and employers through regular and frequent promotion of the electronic job posting system.</li> <li>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.</li> <li>d. Identify resources for an improved system.</li> <li>e. Embed the Placement Specialist into the student intake process for job interview skills/preparedness.</li> </ul>	Placement Coordinator	August 2022	PTC-STP maintains effective structures which promotes job opportunities for students and the community. This is done via email, website, social media, and the schoolwide electronic communication system.	
	4) Maintain communications with the business and community through distribution of the PTC Annual Report to the Community. <ul style="list-style-type: none"> <li>a. Refine data to illustrate program specific enrollments, completions and certification rates.</li> <li>b. Maintain a distribution list of occupational advisory members, business partners and community stakeholders.</li> </ul>	Office of Workforce Innovation (OWI)	August 2022		
	5) Through a bi-annual Comprehensive Local Needs Assessment, identify <b>emerging occupations</b> that support the Pinellas economy and provide a living wage to entry-level workers. <ul style="list-style-type: none"> <li>a. Consult with SAC members for occupational trends.</li> <li>b. Analyze regional occupation forecasting data from CareerSource</li> </ul>	Exec Director PTC Administrators  Office of	August 2022	Consultation with SAC determined there is a true need for construction	

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	<p>Pinellas.</p> <ul style="list-style-type: none"> <li>c. Develop and maintain plans for implementation of programs that fill projected needs.</li> <li>d. Commission OWI to make an annual presentation to SAC to better identify job opportunities and more specifically, their required job training needs.</li> </ul>	Workforce Innovation (OWI)		<p>-Based on industry feedback and trends PTC-SP added AI professional development for instructors.</p> <p>PTC-STP Has partnerships with CareerSource, Job Corps, and assistant director attends Pinellas County Economic Development Meetings to hear more about needs.</p> <p>OWI attends quarterly Pinellas County Economic Development</p>	

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				meetings.	
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	6) Maintain a minimum job placement rate of 90% in each program and increase the rate of each program by 2% annually.  2020-21 Clearwater – 80% St. Pete - 87%  2021-22 Clearwater- 90% St. Pete – 82%	Exec Director PTC Administrators  Office of Workforce Innovation (OWI)  Placement Coordinator	August 2022	The final 22-23 job placement percentage was 80% after all data was collected and submitted to COE for annual report.  PTC-SP implemented job interest form during the first course to get a standardized process of students goals.	



## PTC Strategic Plan 2022-27 Goals and Actions

	<p>7) Refine innovative and non-traditional scheduling to increase program enrollment.</p> <p>a. Survey students for preferred hours.</p> <p>b. Provide program hours that facilitate quick acquisition of workplace skills and stackable credentialing.</p> <p>c. Survey employers for workforce needs and staffing hours.</p>	<p>Exec Director PTC Administrators</p> <p>Office of Workforce Innovation (OWI)</p>	August 2022	PTC-STP accommodates student needs by providing hybrid courses, online courses, additional mid-day and evening programming.	
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	<p><u>Minimum funding available to support goal attainment - \$25,000</u></p> <p><b>Action Steps:</b></p>				
				PTC-STP Has worked to increase OJT opportunities and Plumbing now has OJT students in addition to ones that already had those opportunities (HVAC/R 1, Master Automotive Service, Childcare Center Operations).	

## PTC Strategic Plan 2022-27 Goals and Actions

Strategic Direction	<b>Strategic Goal 3.0.2:</b> Improve student retention rate by 5% before June 2023 <u>Minimum funding available to support goal attainment - \$10,000</u> <b>Action Steps:</b>	Owners	Initiate	Progress Aug 2024	Results
	1) Define Retention -remaining in a program to full program completion a. Publish current rate (COE Accreditation Data, June 2022) Clearwater – 83% St. Petersburg – 96% 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, child care, 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 2022	PTC-STP refined student services processes through use of CRM software Element 451 which allows students to do registration completely online.  PTC-STP refined orientation so that it is now a video presentation that students can rewatch if needed.	
P - I - e	1) Improve <b>Customer Service</b> in all departments.	PTC	August 2022	PTC-STP	Currently

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	a) Deploy a survey at beginning and end of each term	Administrators		Addition of	seeing overall

## PTC Strategic Plan 2022-27 Goals and Actions

	<p>(satisfaction/scholarships/how did you hear about us?)</p> <p>b) Continue to refine the PTC Website to facilitate a “three clicks” to reach information format and a user-friendly environment.</p> <p>c) Provide customer responsiveness training to include: front desk, financial aid, guidance, lead teachers</p> <p>d) Provide training to be more sensitive to clients during financial disclosure discussions.</p>	<p>Guidance Department</p> <p>Financial Aid Department</p> <p>Office of Workforce Innovation (OWI)</p>		<p>Element 451 to refine the PTC website and application process. Ongoing meetings with all student services staff continue to refine those processes.</p> <p>PTC-STP Has implemented monthly support staff meetings which include crucial information for front desk staff.</p>	improvements in our student services area.
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Strategic Direction	<p><b>Strategic Goal 3.0.2:</b> Improve student retention rate by 5% before June 2023</p> <p><u>Minimum funding available to support goal attainment - \$10,000</u></p> <p><b>Action Steps:</b></p>	Owners	Initiate	Progress Aug 2024	Results

## PTC Strategic Plan 2022-27 Goals and Actions

	<p>2) Review the <b>Career Counseling</b> process and align with <b>recommendations by</b> School Advisory Council (SAC).</p> <p>a. Provide student Mental Health Wellness Courses</p> <p>b. Produce a Resource guide for students and teachers listing community resources, food banks, housing assistance, mental health services.</p> <p>c. Post Resource Guide on Blackboard and the PTC Internal Information System, and provide at Student orientation.</p>	<p>Assistant Directors</p> <p>Guidance Department</p>	<p>August 2022</p>	<p>PTC-STP provides a student resource flyer.</p>	
	<p>3) Instill the expectation that <b>EVERY student will earn</b> at least one industry <b>certification or licensure</b> prior to graduation.</p> <p>a. Develop cohort groups by program to facilitate peer support, data collection and tracking.</p> <p>b. Each program will develop an industry certification achievement timeline aligning content mastery to certification preparedness and testing.</p> <p>c. Develop student recognition activities for those earning certifications.</p> <p>d. Implement industry certification promotion across both campuses that publicizes industry certification attainment.</p> <p>2018-19 Rate – 23% Clearwater      St. Petersburg - 37%</p> <p>2019-20 Rate – 30% Clearwater      St. Petersburg - 33%</p> <p>2020-21 Rate - 35% Clearwater      St. Petersburg - 89%</p>	<p>PTC Administrators</p> <p>Teachers</p> <p>Curriculum Coordinators</p> <p>Placement Coordinator</p>	<p>August 2022</p>	<p>Final PTC-STP Completion rate 22-23: 88%</p> <p>Previous school year data shows that 47% of PTC-STP students obtained certifications (up from 44% but still a ways to go). The DMT for PTC- STP has taken the lead in entering certification</p>	

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				information into FOCUS.	
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				The DMT has been managing and monitoring the process, and report ongoing certification data and results to administrati on giving more up to date information on each program.	

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	4) <b>Improve instruction through content focused professional development</b> for instructors in instructional practice, technical skills and workplace experiences as guided by the SAC.  a. Launch a program to recognize instructors for best instructional practices, participating in PD, achieving industry certifications (themselves) and student industry certification achievement.	PTC Administrators  Curriculum Coordinators  Teachers	August 2022	PTC-STP provides PCS Praise and PTC Pride which it celebrates at staff meetings.	

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	5) Continue to improve IPEDS Data Reporting <ul style="list-style-type: none"> <li>a. Develop a monthly reporting program for IPEDS data.</li> <li>b. At each campus, an Assistant Director and Guidance Counselor will be responsible for data management and reporting.</li> <li>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.</li> <li>d. Develop an institution wide plan for minority student recruiting and performance support.</li> <li>e. Develop institution wide plan for minority staff recruiting.</li> </ul>	Assistant Directors  Curriculum Coordinators  Carson Bowman, Kimere Corthell  Deborah Humbel	August 2022	IPEDS reporting being done by new curriculum coordinator Rebekah Kershaw, Kirk and Doug. Process is consistent and continues to go smoothly.	

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	6) Develop mentorship program a. Alumni/peer-to-peer/veterans b. PCSB mentoring class	PTC Administrators  Office of Workforce Innovation (OWI)	August 2022	PTC-STP Did not implement a formal mentoring program but each program has began smaller level mentoring using peer to peer mentoring.	



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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	PTC-STP offers a variety of hybrid, mid-day, and online classes.  PTC-STP has increased it's night program offerings including cosmetology and barbering.	

## PTC Strategic Plan 2022-27 Goals and Actions

Strategic Direction	<b>Strategic Goal 3.0.3: By 2027, we will be the primary source for technical enrichment in a culturally diverse community.</b>  <u>Minimum funding available to support goal attainment - \$5,000</u>  <b>Action Steps:</b>	Owners	Initiate	Progress Aug 2024	Results
Community Engagement	1) Provide <b>life enrichment, quality of life and family support coursework.</b> 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 2022	PTC-STP continues to provide quality of life course opportunities through the 65 short-courses offered by OWI.	
	2) Establish PTC <b>satellite classes at Adult Education Centers</b> 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 2022	Community need has led PTC-STP successfully opened CSIT-IET and Phlebotomy-IET satellite programs on the Clearview Adult Ed Center campus. In addition PTC-SP is looking to open CNA at the end of 2025.	

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	<u>Minimum funding available to support goal attainment - \$5,000</u>  <b>Action Steps:</b>				
	3) Implement <b>"Quality of Life"</b> courses that provide special interest topics (crafts, arts, technical skills for enjoyment), and courses that are attractive to the retired community.	Office of Workforce Innovation (OWI)  Business and Industry Services	August 2022	Informal data has led PTC-STP to initiate creating crochet, hair braiding, and upholstery.	
	4) Develop <b>strategic partnerships</b> with community organizations. a) Refine partnerships with high schools for dual enrollment and adult programs. b. Initiate programs at multiple high schools and alternative education centers. c) Identify critical community organizations that can support student success and community engagement. d) Utilize MOU's and Mutual Accountability Plans (MAP) to enhance partnerships.	PTC Directors  Managing Officer - OWI	August 2022	PTC-STP continues HS partnerships which support dual enrollment. Dual enrollment numbers have increased, as well as participation in HS functions such as signing day. At the start of 24-25 PTC-SP had 121 on-site DE and 370 off campus DE.	

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				LPN added as an additional DE program at Boca Ciega HS in the prior year and has been very successful.  Involved with the Cohort of Champions, Light House, Ford, and Master Kids.	

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<p>5) <b>Update the PTC marketing plan to reach community interests</b> and promote life enrichment programming.</p> <p><b>a. Implement an intensive marketing campaign targeting PCSB employees.</b></p>	<p>Managing</p>                      <p>Officer – OWI PTC Marketing Specialist</p>	<p>August 2022</p>	<p>The Office of Workforce Innovation deployed a PCSB centered advertising initiative during the 2022-2023 academic year. Those campaigns were successful.</p>	
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## PTC Strategic Plan 2022-27 Goals and Actions

	<p>6) Establish a community outreach process whereby community-based organizations are actively involved in Technical College services.</p> <ul style="list-style-type: none"> <li>a. Facilitate focus groups to assess community needs.</li> <li>b. Implement “customer satisfaction surveys to gauge the effectiveness of the College at serving the community.</li> </ul>	<p>PTC Directors Managing Officer – OWI  PTC Marketing Specialist</p>	<p>August 2022</p>	<p>In the past year PTC-STP Has developed a partnership with Suncoast Housing, Department of Juvenile Justice (Britt Youth House), Mayor’s Academy with the City of St. Pete, and is just beginning to research another opportunity with Job Corps.</p> <p>Surveys using Survey Monkey are sent to both students and employers of students and those results are shared with staff.</p>	
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