

2022 ACTION PLAN

COLLEGE RELATIONS



This report was prepared for the students, faculty, and staff of Mountainland Technical College and submitted to the school's Board of Trustees on January 19, 2022 by the following:

**Mountainland Technical College
College Relations Department
Strategic Planning Committee**

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College Relations Department

Mission

The College Relations Department develops relationships, solves problems, secures resources, and builds awareness vital to Mountainland Technical College's continued growth and advancement.

What We Do

We provide strategic direction and leadership for communications, student success, government & community affairs, and economic development initiatives.

Who We Are

We are a team of mark-makers, door-openers, and greenlight drivers focused on the best interests of student development. The College Relations Department is home to the following divisions, offices, and initiatives:

- Communications
- Community Affairs
- Custom-Fit
- Government & Public Affairs
- Student Success

Our Values

- We believe our first responsibility is to the students. By supporting those who provide the highest quality education and training, we fulfill the school's mission and honor the sacred trust placed with us by the taxpayers of Utah.
- We consider and respect everyone as individuals and demonstrate that through genuine recognition of their dignity, merit, and diversity.
- We are professionals who are inclusive, friendly, competent, and invested in the college's success.
- We are problem solvers who appreciate that no inquiry is too small to be handled properly and professionally.

Project Snapshots, Per MTECH Priority

Student Safety & Achievement: Enrollment support; Pathway Engagement; Internal employee connectivity; campus security

Staff & Faculty Support: Internal Communications; Town Halls; Career Placement strategies; Professional Development through Custom Fit; health and wellness; campus security

Program Development: Legislative funding for programs, salaries, equipment, and buildings

Physical Resources: Raising stakeholder awareness of needs for Payson, Provo, Wasatch, and Summit counties; maintenance and updating of existing facilities

Community Outreach: New Website; New Digital Marketing team and targeted campaigns; New focus on Community Outreach; alumni relations; service projects

How We Measure Success

Quantitative:

- Enrollment, Graduates, Placement
- Web-based program referrals
- Digital Marketing analytics
- Legislative funding for programs, salaries, equipment, and facilities

Qualitative:

- Student and employee feedback surveys
- Awards and public recognition

Communications Division

Office of Digital Marketing

Mission

We advance the Mountainland Technical College mission by marketing MTECH goals in the digital space.

What We Do

The MTECH Office of Digital Marketing is responsible for marketing MTECH in the digital space through paid and organic marketing. The office creates communication channels to market MTECH programs, news, and goals.

The office exists to:

- Create and implement digital marketing campaigns
- Foster strong communication with MTECH and the community
- Support MTECH goals
- Represent MTECH in the digital space

How We Do It

The Office of Digital Marketing represents Mountainland Technical College across the digital space. We are tasked with creating and maintaining digital marketing campaigns that align with MTECH's overall missions and goals.

Office of Digital Marketing
Measuring Success, 2021 - 2022

Program Development

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Program Enrollment Support	Implement program specific digital marketing campaigns	Social channels, graphic design, email marketing, MTECH website, canvas alerts/messaging, etc.	Increased program enrollment	Implemented program specific digital marketing campaigns per program directors direction	Increase program enrollment in targeted program areas
Program Director Communication	Create a recurring communication channel to share marketing/campaign progress and results	Meeting held every three months to report on program campaigns, marketing budget and program enrollment data. Bi-monthly campaign email reports.	Quarterly meetings and bi-monthly email reports.	Conducting quarterly meetings and bi-monthly emails	Conduct quarterly meetings, monthly enrollment updates and bi-monthly emails

Student Success

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
MTECH to Student Communication	Communication to students including school news, updates, scholarship opportunities, student resources, etc.	Social channels, graphic design, email marketing, MTECH website, canvas alerts/messaging, etc.	Market current MTECH updates 2 times (or as needed) per month using the previously mentioned tactics	Successfully marketed all necessary MTECH updates	Create a system to be informed of all necessary MTECH updates
Student Engagement	Create opportunities to engage with our students on a digital level	Social channels, graphic design, email marketing, MTECH website, canvas alerts/messaging, etc.	Increased engagement KPI's	Stagnant engagement KPI's	Increase engagement KPI's by 5%
Pathway Engagement Marketing	Create marketing campaigns to share the MTECH/UVU partnership and articulation agreements	Social channels, graphic design, email marketing, MTECH website, canvas alerts/messaging, etc.	Market new and current MTECH to UVU articulations 1-2 times per month using the previously mentioned tactics	Currently marketing new and current MTECH to UVU articulations 1-2 times per month using the previously mentioned tactics	Market new and current MTECH to UVU articulations 3-4 times per month using the previously mentioned tactics

Faculty & Staff Support

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
HR Hiring Digital Marketing	Communicate available MTECH positions to the community	Social channels, graphic design, email marketing, MTECH website, canvas alerts/messaging, etc.	Bi-monthly social media campaign	Implemented an organic social media employment campaign	Hire new staff focused on Digital Marketing and social media

Community Outreach

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Strengthen MTECH Brand Awareness	Create digital marketing campaigns with brand awareness KPI's	Social channels, graphic design, email marketing, MTECH website, canvas alerts/messaging, etc.	Create needs based yearly brand awareness campaign	MTECH campus based brand awareness campaigns	Conduct a brand awareness audit
MTECH Website	Help create and maintain the MTECH website (mtec.edu) with current institution information and digital marketing best practices	Conduct SEO audit and implement necessary updates	Conduct quarterly SEO audit	Not currently conducting SEO audit on the 2021 MTECH website	Conduct quarterly SEO audits

Community Affairs Division

Mission

The Community Affairs Department promotes Mountainland Technical College's mission by educating school districts, chambers of commerce, businesses, and city officials through presentations, activities, and event support.

What We Do

MTECH's Office of Community Affairs is responsible for developing and maintaining relationships through outreach programs. These programs center around high school students and adult learners within the Mountainland region. We build relationships with school districts, individuals, local leaders, and business communities by attending events, gatherings, in addition to hosting community events. We educate the region about the important role MTECH plays within the three counties.

The office exists to:

- Serve as a resource to counselors at each of the 36 high schools within the region
- Support community and local events
- Bring awareness of program offerings to the community
- Support local chambers of commerce and businesses.

How We Do it

The Office of Community Affairs educates school districts of program offerings through each of the high schools. We send ambassadors to high schools to present to potential students and provide informational materials. We work hard to collaborate with school districts by being a resource to all potential students.

The Office of Community Affairs provides adult learners with information which will help them in their pursuit of higher education. We work with state and local organizations to promote MTECH programs and its training. We work with underserved populations to educate leaders and organizations of this valuable resource.

The Office of Community Affairs provides tours, presentations, and one-on-one interactions with college ambassadors and counselors to direct students through the admissions process.

Community Affairs Division

Measuring Success, 2021 - 2022

Program Development

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Strengthen current program enrollment by promoting programs in the community	<ul style="list-style-type: none"> -Meet with local and community leaders -Meet with Chambers in Payson and Wasatch County -Work with school districts and counselors 	<ul style="list-style-type: none"> -Emphasis to meet with Park City, Heber, Coalville, m and Kamas city officials. -Attend lunch and chamber events, build relationships. -Meet with each school counseling department 	<ul style="list-style-type: none"> -Meet with city officials before the end of the fiscal year -Attendance and sponsorships. -Increase the number of visits to high schools 	<ul style="list-style-type: none"> -Enrollment in Automated Manufacturing has increased -Relationships in Utah and Wasatch Counties at its highest -Wasatch school district emphasis. 	Sit on 4 Educational committees in Chambers and city organizations

Student Success

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Support students through events and activities that will improve the student experience at MTECH	<ul style="list-style-type: none"> -Implement new events and activities at MTECH -Coordinate with program directors with each event 	<ul style="list-style-type: none"> -Streamline student experience with coordinated efforts in MTECH week and career fairs. -Improve graduation participation and experience 	Attendance at events increases	Calendar all events for all faculty and staff.	Increase participation at all events by students and faculty by 2%

Provide potential students with information about programs and registration	-Meet with high school counselors -Build relationships with DWS and state agencies	-Bi-annual lunch and presentation informing of new updates -Attend DWS and state agencies work sessions and invite to use MTECH resources	-Measurable data will be kept of tours to enrollment -Increase adult learner enrollment.	Enrollment in programs steady increase	Track student with conversion rate into the college admission pipeline\ goal 2% 2022 to 3.1% in 2023

Faculty and Staff Support

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Continue personal development with community affair staff within career.	Personal development	-Increase skill-set in Community Affairs staff. -Participate in industry conferences and events, read articles, and listen to podcasts based around specific fields of work.	Meet goals in Community Affairs to participate in training.	Educate and train new staff in Community Affairs	Each member of the team will complete one major personal training per year.
Work to improve the staff efficiency within the department	Work to develop key employees for future responsibilities	-Spend one on one time with each employee to make sure they understand their roles and	Yearly evaluations and goals	Hired entire new department staff	Assign each employee 2-3 lead responsibilities

		responsibilities. -Meet in department meetings to discuss assignments and schedules.			
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Community Outreach

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Work with each chamber within the region	Attend chamber lunches and meetings in Payson, Lehi and Utah Valley.	-Build relationships with each chamber and its leadership. - Volunteer to help the chamber with sitting on executive boards. - Support chamber lunches and events through sponsorships. - Invite chambers to come tour the campuses in their areas.	- Track the number of events attended in each year. - Track the number of boards sitting on with an emphasis in Payson and Heber. - Budget sponsorship	Voted on Two boards and future plans for more	Relationships with Payson, Heber, and Utah Valley Chamber and Attendance 85%
Build relationships with our school districts.	Support high school counselors and CTE Directors	-Attend career fairs/college days at each high school within region	-Monthly reports regarding high school communication and tour	Revamp the recruiter process and changes in	High School Conversion rate at 3%

		<ul style="list-style-type: none"> -Visit each school 2-3 times per year -Support USHE through attendance at each high school college days -Host counselor conferences bi-annually 	<ul style="list-style-type: none"> efficiencies -Reports will be made for the Board of Trustees -Tracking of student conversion rate into the admissions funnel -Tracking of student attendance at each event 	tours	
Focus on MTECH awareness in the Upper Valley area.	<ul style="list-style-type: none"> -Build Chamber relationships -Support the school districts in the upper valley 	<ul style="list-style-type: none"> -Attend chamber events with UVU. -Support high school events in Wasatch and Summit counties 	<ul style="list-style-type: none"> -Monitor program enrollment throughout the year -High school enrollment numbers in the Wasatch and Summit Counties 	<ul style="list-style-type: none"> -Get the Scoop and other activities attended in Wasatch County -Strengthen the relationship and the commitment in the upper valley. 	<ul style="list-style-type: none"> -Enrollment in the Upper Valley increases by 1% -High School enrollment up by 1%
Work with state agencies, DWS, LDS Employment, Voc Rehab	Build relationship with each division in the county	<ul style="list-style-type: none"> -Host luncheons for each division at MTECH -Attend team meetings and help agents to understand MTECH more fully -Help with clients and support to state agencies 	Data collecting from each state agencies	<ul style="list-style-type: none"> -2021 meetings in Utah County -Working with division in the upper valley. 	<ul style="list-style-type: none"> -100% meetings in all state agencies in Utah County -Upper Valley stage agencies 100% attendance

Custom Fit Division

Mission

We advance the Mountainland Technical College mission by providing and supporting training designed to aid in retention and expansion of Utah companies, attract new businesses to the state, and meet employers' specific educational needs.

What We Do

The MTECH Custom Fit helps businesses survive and thrive by helping them invest in employee training and development. The department can fund up to 50% of a company's training investment. A trained workforce is a benefit to the employer, the community, and the state.

The office exists:

- To meet the training needs of the local business community.
- To develop the local workforce and increase upward mobility.
- To improve prosperity in the community and state.
- To help the state maintain its position as a great place for doing business.

How We Do It

The MTECH Custom Fit department works with for-profit companies of all sizes in Utah, Wasatch, and Summit counties to help them define training needs, find trainers, arrange training, align training with business strategies, and pay for training. We help create customized training as well as connect employers with off-the-shelf solutions. We support online, in-person, and hybrid training. We conduct community outreach to connect with employers in underserved populations, and we help companies in any industry. We work with as many companies as we can so as to do the most good.

Custom Fit Division
Measuring Success, 2021 - 2022

Program Development

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Identify Employer Training Needs	Learn from the current Custom Fit database of employers. Learn from employers currently involved with college programs.	Look for trends in Custom Fit sponsored classes. Utilize Institutional Research's assistance in crafting meaningful surveys. Training needs a survey to the mailing list annually. Employer conversations . Advisory Committee attendance. Identify needs in each county of the region.	Survey data. Qualitative interview data. Class offerings trend data.	Attended 8 Advisory Committee meetings. Have begun to analyze class patterns.	Attend one third of Advisory Committee meetings each year. Survey employers on mailing list. Individual meetings with employers.
Sponsor Open Enrollment Classes for Employers	Learning from historical client responses to our open enrollment classes.	Analyze open enrollment class attendance data for patterns and trends. Schedule customer-driven classes	Number of open enrollment classes scheduled and that carry.	Scheduled 7 open enrollment classes in FY 2022, of which 5 (71%) have carried. Place employees	Schedule open enrollment classes monthly. 70% of open enrollment classes carry. Create an open

		that correspond to employer needs.		in Upper Valleys to better understand employer needs in the region.	enrollment plan for Upper Valleys.
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Student Success

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Student Satisfaction	Connect with students about their training experiences.	Utilize college Office of Teaching & Learning assistance in crafting meaningful evaluations. Hand out post-class evaluations for open enrollment classes. Formal & informal satisfaction debriefs with students and employers.	Satisfaction scales in key instructional metrics. Qualitative interview data.	Class evaluations are in development. We are now following up with employers who send multiple students.	Provide an evaluation to online and in-person students. Follow up to request feedback from 100% of employers with 5+ employees attending a class.
Student Performance	Position MTECH as a lifetime partner for students and professionals.	Prof/Industry certifications. Growth & Productivity class focus. Outreach to MTECH students about	Number of classes taken to prepare students for Prof/Industry certifications. Number of classes designated as	Pending.	Assess current "purpose for training" patterns. Set and meet targets for Growth & Productivity

		ongoing funding for continuing education & training throughout their careers.	Growth & Productivity.		categories. Monitor and report percentage of courses taken to prepare for Prof/Industry certifications.
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Faculty and Staff Support

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Staff Professional Development	-Ongoing education for Custom Fit staff and other MTECH employees -Association memberships	-ed2go classes for MTECH employees and Custom Fit staff. Fred Pryor-type seminars. Sales/Custom er Service/Com munication classes. Open enrollment classes. -Have staff join ATD and SHRM	Number and relevance of courses attended.	Pending	Custom Fit staff to each attend 2 short or 1 longer professional development class/year.
Connection with other Custom Fit Offices	Get ideas from Custom Fit offices at other institutions.	Visit other offices and learn from them. Custom Fit conferences.	Attendance and participation.	All staff attended and were each assigned to statewide committees.	All staff attend the semi-Annual CF conference.
Full Staffing	Three FT Custom Fit members. Expand to	Find and select a top-notch team	Head count.	Hired third FT employee. Assigned	Hire third FT employee.

	Upper Valleys.	member.		one employee to Upper Valleys.	
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Community Outreach

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Employer Outreach	Reach underserved industries.	Reach out to businesses. Revive previous clients.	Referral sources.	Pending.	Make a list of underserved industries. Contact 10 new businesses in these industries per quarter Track referral source for new businesses.
Business Community Organization Involvement	Business Networking Organizations Train peer promoters.	Chambers of Commerce. 1M Cups. Silicon Slopes. BNI groups. Local business alliances.	Participation in a wide variety of groups.	We actively participate in four Chambers, including volunteer leadership and service roles. We regularly attend networking meetings, and receive many clients from these.	Participate in at least three Chambers of Commerce. Team attends 2-4 networking events each month.
Underserved Regions	Increase presence in Wasatch and Summit	Employer visits. Leverage training	Number of new business contacts in Wasatch and	Employees placed in the region. Some	Attend Heber and Park City Chamber meetings. Meet 50

	counties.	partners. Place an employee in region.	Summit Counties.	training partners identified.	employers in the region.
Underserved Populations	Diverse networking organizations	Latino Chamber of Commerce. Utah Black Chamber. Women in Business groups.	Identifying and participating in diverse employer groups.	Have joined two Women in Business Groups. Other outreach pending.	Join at least three organizations (total as a team).
Communication with Employers	Improve email communication.	Work with Digital Marketing to change over-frequent email blasts about each course to weekly newsletters with a digest of upcoming courses. Consider upgrading email distribution software.	Open, Bounce, and Unsubscribe rate.	Pending.	Finish revamping email communication.
Public Relations	Gather anecdotal feedback from employers.	Provide testimonials to Govt Relations. Provide testimonials for CF webpage.	Amount and substance of feedback provided.	Ongoing.	Provide testimonials to Govt Relations. Provide testimonials for CF webpage.

Government and Public Affairs Division

Mission

We advance the [Mountainland Technical College mission](#) by educating elected and appointed officials, state and community leaders, and all Utahns about MTECH's economic, cultural, and societal impact.

What We Do

The MTECH Office of Government and Public Affairs is responsible for developing and maintaining relationships with individuals, governments, and the business communities within the Mountainland region. The office advocates across all audiences for the college and provides essential constituent services to elected officials and other stakeholders to increase the visibility and impact of MTECH.

The office exists:

- To serve as an information resource and a point of contact for the community.
- To interface with public officials and community leaders to identify and resolve concerns to the college and all community sectors.
- To promote the college as a resource to the region.
- To create opportunities for the interface between the college and the community.

How We Do It

The Office of Government and Public Affairs represents Mountainland Technical College across its three-county region and Capitol Hill. We are tasked with building and protecting the college's legislative budget priorities, monitoring legislation of importance to technical and higher education, fostering relationships to serve as a point of resource for faculty, staff, students, and members of the Utah Legislature and state government agencies.

Government and Public Affairs
Measuring Success, 2021 - 2022

Program Development

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Report Externally on Program Performance	Progress Reports; earned media; paid advertising	Legislative Delegation Updates; Upper Valley Messaging	2 progress reports per year for board and legislature; paid promotions in upper valley; earned media in upper valley; earned media 100% Funding of Request	Legislative Funding: Full funding of ongoing funds: \$2,391,400.00	\$1 million for Programs
Report Internally on Program Performance	Progress Reports	Board Communication			
Program Funding	Legislative Request	Tie Requests to Economic Data			

Student Success

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Report Externally on Student Success	Formal and informal outreach	K-16 Report; Legislative Meetings; Post Presentations to Website	100% Funding of Request	Legislative Funding: Full funding of ongoing funds: \$2,391,400.00	\$500K ongoing for SS

Report Internally on Student Success	Formal and informal outreach	K-16 Report; Legislative Meetings; Post Presentations to Website	100% Funding of Request	Legislative Funding: Full funding of ongoing funds: \$2,391,400.00	\$500K ongoing for SS
Student Services Funding	Legislative Committee Work	Tie Request to Data	100% Funding of Request	Legislative Funding: Full funding of ongoing funds: \$2,391,400.00	\$500K ongoing for SS

Faculty and Staff Support

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Staff & Faculty Communication	Progress Reports; Consistent College messaging vehicle	Town Halls; Emails:	Qualitative, re: staff surveys	5 Employee Town Hall Meetings; Positive reviews from Director Rees' Staff Survey in January 2021	Quarterly Town Halls (more as needed); Positive Reviews on Surveys; College Relations EE Retention
Baseline Funding Adjustments	Legislative Awareness	Legislative Advocacy	Move MTECH to proper position of baseline funding relative to size		
CR Staff Support	COLA; Training; Tools	Budget advocacy; Budget approvals	Staff Retained; Staff Trainings		New Hires for CF and Marketing

Physical Resources

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Report Externally on Building Needs	Progress Reports	Commissioner of Higher Education	High Ranking from Board; High Ranking from Building Board; High Ranking from Committee; Funding by EAC	Provo Courthouse remodel: Potential Funding for this year; Payson Building Tracking	#1 Board Ranking for Payson; Full appropriation for Provo. Funding for Payson in 2022 Session.
Funding	UVU Support; Board Support; Legislative Support	Meetings with stakeholders; City Official	High Ranking from Board; High Ranking from Building Board; High Ranking from Committee; Funding by EAC	Provo Courthouse remodel: Potential Funding for this year; Payson Building Tracking	#1 Board Ranking for Payson; Full appropriation for Provo. Funding for Payson in 2022 Session.

Community Outreach

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Measurements</u>	<u>2021 Progress</u>	<u>2022 Goals</u>
Report Externally on Program Performance	Progress Reports	Associations and Networking	Qualitative	Ongoing, see Program Support Results	Session Reports and 3 Committee Meetings/Communications
Board Committee Engagement	Every Other Month Reports	Emails to Board, Meetings when Necessary	Number of Communications		Session Reports and 3 Committee Meetings/Communications

Office of Student Success

Mission

As the Office of Student Success, it is our mission to support students achieve their career or higher education goals.

What We Do

- Provide a safe environment to develop necessary skills
- Focus on exploring individuals academic and career options

How We Do It

- Supporting instruction by direct consultation with students
- Maintain and build relationships with our employers and higher education communities

The Goal

- Aid students and alumni in transitioning to our workplace community
- Assist students and alumni in transitioning to connected academic institutions
- Keep intentional actions towards measurable outcomes

Office of Student Success
Measuring Success, 2021 - 2022

Program Development

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Goals</u>
Articulation Creation	Influence articulation creation	Build relationships with program directors and UVU representatives	Attend all articulation creation and update meetings
Articulation Tracking	Track how many students are taking which articulations	Work with Institutional research to find ways to track Articulations taken	Have Quarterly report of how many students took which articulations
Current Job Market Needs	Connect with with relatable employment	Employer Connections	Relate Industry Findings to Students and Program Directors

Student Success

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Goals</u>
Student Feedback	Offer a student perspective in all articulation communications	Use student feedback to target marketing ideas for articulations and create new articulations	Conduct bi-annual student feedback survey
Student Awareness	Offer different platforms to which students can learn about articulations	Inform students in a variety of ways about articulations available to them	Conduct bi-annual student feedback survey
Transfer processes between institutions	Work with receiving institutions and secondary schools to find best transfer process	Initiate meetings with all articulating institutions	Connect all students with direct advisor at receiving institution

Qualitative Results	Find students academic and career needs	Create an individualized plan	Support Student Career and Academic Goals
Student Participation and Positive Feedback	Gather and build resource library to increase students employability	Utilize resources, one on one with students, etc.	Prepare Students for Workforce
Student Participation	Communicate with Students Opportunities	Students Opt-In to receive email/text job opportunities & other helpful programs	Raise Awareness for Student Opportunities
MTECH Student Success Webpage	Create webpage for students to access resources and assist in finding employment	Attend Job Search Trainings to determine validity/need of resources	Build resource center to increase students hireability skillset
Students interviewing and becoming employed	Connect with present students and alumni	Utilize MTECH Job Board through JobWise and it's resources	Students transition to employment post program completion

Faculty and Staff Support

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Goals</u>
Program Director Communication	Create a scheduled form of communication between Pathway Engagement and Program Directors	Meet with program directors one on one	Conduct quarterly meetings with program directors
Marketing Communication	Create a scheduled form of communication between Pathway Engagement and Marketing	Attend Marketing Team Meetings to update information on articulations	Communicate Articulations and influence college strategy on marketing
Communication with counselors	Create open communication	Update counselors on new articulations and	Communicate articulation

	between Pathway Engagement and Counselors	receive feedback on what they are hearing from students	information with counselors to insure accurate information sharing with students
Communication with Instruction	Bring awareness of student resources and opportunities with Instruction	Coordinate relative job availability with student completion to Instruction	Increase program outreach each month
Assist Instruction	Have additional scheduling for student appointments	Meet with students one on one	Alleviate workload in classroom to help students

Community Outreach

<u>Performance Indicators</u>	<u>Strategies</u>	<u>Tactics</u>	<u>Goals</u>
External Stakeholder Relationships	Encourage meetings and relationships with external stakeholders	Host or initiate individual meetings with external stakeholders	Conduct quarterly meetings with all UVU articulations representatives, K-16 alliance and establish contact with other external stakeholders.
Public Outreach	Create a clear, updated transfer webpage on the MTECH website	Send monthly updates to website master	Establish and develop transfer credit information on webpage
MTECH Student Success Webpage	Keep an open communication with past and present employers that have posted to MTECH Job Board	Keep in contact through email, attend local JobFairs, attend advisory committee meetings	Maintain and Build New Relationships with Employers
MTECH's awareness of DWS student opportunities	Maintain relationship with DWS	Meet annually to discuss updates	Stay updated on state funded opportunities for students