

COLLEGE RELATIONS STRATEGIC PLAN

JANUARY 2023



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COLLEGE RELATIONS DEPARTMENT

MISSION

The College Relations Department develops relationships, solves problems, secures resources, and builds awareness vital to MTECH'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:

Communications & Student Success Division

Community Affairs & Workforce Development Division

Diversity, Equity, & Inclusion

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

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

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

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

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

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

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 & STUDENT SUCCESS DIVISION

MISSION

We advance the Mountainland Technical College mission by communicating with students, faculty, staff, media, and other key stakeholders regarding program offerings, events, resources, and other college activities.

WHAT WE DO

The Communications & Student Success division develops and maintains communication and operational plans with internal and external stakeholders. The division serves as a support for student success through comprehensive communication, academic, and career development strategies. The office exists to:

Serve as a central communication channel for students, faculty & staff, and external partners

Oversee web traffic as a key communication vehicle

Represent MTECH in the digital space through social and advertisement channels

Serve as a resource for students through career guidance or transfer credit opportunities

Encourage student engagement in college resources and events

HOW WE DO IT

The Communications & Student Success division represents Mountainland Technical College across the region by ensuring students and employees are equipped with resources to aid in their success. We are tasked with building communication plans to create awareness of various developments throughout the college. We do this through constant and consistent communication via emails, social media, web, traditional outreach, etc. We thrive off student engagement and their success.

COMMUNITY OUTREACH

Performance Indicators	Baseline	2023 Goal
Presence in local news	N/A	Increase college earned media
New marketing channel	N/A	Introduce email marketing into existing marketing plan
Host MTECH career fairs	1 Healthcare career fair	Increase program based job fairs
Ambassador involvement in college & community events	N/A	Increase ambassador involvement

STAFF & FACULTY SUPPORT

Performance Indicators	Baseline	2023 Goal
Regular college communication	N/A	Increase college-wide communication
Consistent communication with key stakeholders regarding pathways	Semi-regular meetings	Regular meetings with directors, marketing, counseling team, and program coordinators
Manage MTEC.EDU as the college’s primary communication vehicle	Split oversight between Rumor Advertising & MTECH Web Administrator	Transition oversight of website from contract to fully in-house

STUDENT ACHIEVEMENT

Performance Indicators	Baseline	2023 Goal
Consistent student communication	N/A	Create a robust student communication flow from when students apply to MTECH to throughout their program
Promote a student-centered environment that supports the personal, social, and academic development of all students	N/A	Engage students in college-wide events that are centered around MTECH's mission
Support student job placement in targeted programs	Interview skill development	Deploy career placement services to new targeted programs
Encourage student feedback on current and prospective transfer opportunities	Informal data collection from student meetings	Create and deploy student experience surveys
Facilitate Ambassador program as an opportunity for students to get involved in the community, grow professionally, and impact college decisions	N/A	Increase ambassador-involved events, professional development, and focus group input

PHYSICAL RESOURCES

Performance Indicators	Baseline	2023 Goal
Support new facilities in Payson & Heber Valley	N/A	Raise awareness in these respective local communities, as measured by cars passing billboards, direct mailers, localized clicks in DM, and web traffic to target pages

PROGRAM DEVELOPMENT

Performance Indicators	Baseline	2023 Goal
Support enrollment & graduation in Wasatch & Summit counties	Exposure #: N/A. 302 student graduates in Wasatch.	Improve and expand maximum exposure in targeted areas
Refine campaign marketing & content strategies	Timeline based marketing strategy. Completed 52 campaigns between 2021-2022.	Streamline campaign management
Canvas courses geared towards professional development to prepare students for the workforce.	N/A	Introduce professional development course in Canvas for students
Support the creation of articulations and additional pathways	Connections to MTECH AVPs & Directors, UVU representatives	Increase relevance of MTECH Pathways position
Manage articulation tracking from MTECH to other institutions	N/A	Regular meeting with Institutional Research & Pathway offices across USHE for streamlined tracking

COMMUNITY AFFAIRS & WORKFORCE DEVELOPMENT DIVISION

MISSION

We advance the Mountainland Technical College mission by attracting secondary students to the college, developing the skills of the incumbent workforce, and obtaining community support, including financial contributions.

WHAT WE DO

The Community Affairs & Workforce Development division accomplishes its mission by partnering with others inside and outside the college. We help magnify impact by joining Mountainland Technical College's resources with those of other involved parties to meet community goals. Specifically:

We lead out in finding and implementing strategic alliances that benefit students and community stakeholders.

We collaborate with educational partners such as high schools, school districts, and other colleges to create learning pathways that meet student needs.

We engage with businesses and resource organizations such as Chambers of Commerce to grow the capabilities of the workforce.

We provide philanthropic opportunities for individuals and organizations to use their resources to improve community outcomes in demonstrable ways.

HOW WE DO IT

We've organized our work into three offices:

The Community Affairs office oversees outreach for our student programs. We support counselors at the high schools in our three-county region and build relationships with school administrators, educators, and community partners. We especially work with under served populations to help individuals see that education is within reach.

The Workforce Development office provides expertise and financial support to help businesses train and develop their employees. We help managers define training needs, arrange training in various formats, align training with business strategies, pay for training, and measure training outcomes.

The Resource Development office facilitates connection between those with resources to make contributions and specific initiatives that would benefit from those resources. We develop and maintain positive relationships with private foundations, federal and state grant funding sources, and philanthropically-minded corporations and individuals.

The three offices help bring the community together to imagine new possibilities for improving the well-being of students, employers, the community, and the state.

COMMUNITY OUTREACH

Performance Indicators	Baseline	2023 Goal
Expand avenues for donors to contribute to MTECH	Donations are secured through direct outreach to foundations and grant applications.	Develop the capacity to accept and promote gifts online. Include information about how donations help, current donation priorities, and ways to give, including in-kind, estate, and planned gifts.
Build network of businesses participating in the Custom Fit program	Served 280 employers in Fiscal Year 2021-22	Work with 320 employers in Fiscal Year 2022-23, utilizing at least 95% of available funding.
Increase number of business contacts in Heber Valley and Summit County	Major Sponsor of 2022 Oakley Rodeo; Actively participate in the Park City Chamber of Commerce; Platinum Sponsor of Heber Valley Chamber of Commerce	Introduce professional development course in Canvas for students
Build relationships with school districts, high school counselors, and CTE instructors	Excellent relationship with Alpine School District counselors and CTE faculty	Focus on building relationships with Nebo, Provo, Wasatch, Park City, and North/South Summit School districts; Provide individualized support through luncheons with counselors, CTE instructors, and school administration; Provide proactive outreach through regular contact and interaction.
Increase awareness of MTECH by participating in municipal, community, and business organizations	Actively participating in three Chambers of Commerce in Central and South Utah County and Provo Downtown Alliance; Board member for Spanish Fork Chamber of Commerce; Sponsor Chambers of Commerce and community non-profit activities in Wasatch, Summit, and South Utah County; Work with DWS, Voc Rehab, and LDS Employment Services	Increase involvement in Springville, Payson, and Utah Valley Chambers of Commerce; Coordinate with Workforce Development Office to ensure adequate coverage of Chambers and other business organizations

STUDENT ACHIEVEMENT

Performance Indicators	Baseline	2023 Goal
Continue and grow financial support for scholarships, with prompt reporting of results to donors	\$120,000 contributed for scholarships; Thank-you notes collected from each student awarded.	Continue and increase private foundation support; Improve timeliness of awarding scholarships and reporting to donors through bimonthly meetings with the financial aid office.

PHYSICAL RESOURCES

Performance Indicators	Baseline	2023 Goal
Support new facilities in Payson & Heber Valley	N/A	Build and support connections with individual and industry partners in Heber Valley and Payson.

PROGRAM DEVELOPMENT

Performance Indicators	Baseline	2023 Goal
Develop grant support for MTECH programs and priorities	Foundation grants secured primarily for scholarships, with occasional program development or physical facilities; Minimal or no federal funding support.	Continue and increase private foundation support; Develop and begin to execute plans for expanded federal and state funding opportunities, including possible consultant support.
Record economic impact from training	Data on training impacts on employment and business performance are currently unsolicited and anecdotal.	Send surveys to every employer receiving Custom Fit funding; Share results with MTECH, the community, and the Utah System of Higher Education.

DIVERSITY, EQUITY, AND INCLUSION DIVISION

MISSION

To foster a school climate where diversity of thought is valued and validated through equitable and inclusive practices, and to advance a school culture that is responsive to individual needs and appreciative of unique ideas and perspectives.

WHAT WE DO

The Office of DEI provides resources and services to MTECH students, employees, and guests to equip them with the tools necessary to navigate an ever-diversifying school and employment landscape. It is interested in influencing policy, procedure, and school climate to foster a space where all stakeholders are and feel physically and psychologically safe and where inclusive practices are expected. It proactively and reactively works with all other MTECH offices, divisions, and programs to strategize effective approaches issues relating to diversity, equity, and inclusion.

The office exists to:

Create and promote a school wide action plan for improving inclusive practices amongst all stakeholders

Develop and distribute resources for professional development to enhance the skills and confidence levels of stakeholders in areas of diversity

Collaborate with decision-makers to refine policies and procedures with an inclusive perspective, to remove unnecessary institutional barriers to equitable access to MTECH services

To assess unmet stakeholder needs and make recommendations for meaningful data-driven solutions

HOW WE DO IT

The Office of Diversity, Equity, and Inclusion at Mountainland Technical College solicits constructive feedback from students and employees to inform objectives toward a more inclusive and equitable college climate. We seek to critically evaluate practices, policies, and procedures through the perspectives of students and employees whose perspectives are overlooked at times. We advocate for inclusive practices, policies, and procedures that will remove any unnecessary barriers and challenges preventing full participation in the MTECH community and the programs and activities it provides.

COMMUNITY OUTREACH

Performance Indicators	Baseline	2023 Goal
Build and/or enhance relationships with community resources and partners invested in the advancement of DEI	N/A	Make at least one new community contact each month

STAFF & FACULTY SUPPORT

Performance Indicators	Baseline	2023 Goal
Provide training opportunities for employees to enhance KSA in areas of DEI	N/A	<p>Develop one in-house bridge training addressing MTECH value of inclusion + legal implications for use in new employee orientation</p> <p>Organize guest speaking opportunities addressing issues related to culturally diverse groups</p> <p>Create and maintain a library of professional development opportunities in areas of DEI</p>

STUDENT ACHIEVEMENT

Performance Indicators	Baseline	2023 Goal
Promote an inclusive college culture and climate that removes unnecessary institutional and social barriers from the academic and professional development of all students	N/A	<p>Develop and implement a process for students to provide feedback on MTECH’s DEI efforts</p> <p>Conduct monthly collaborative reviews with Communication Department to identify, and make recommendations regarding buried or misleading published information about resources and services</p> <p>In partnership with the Marketing team, strategize and implement social media content celebrating diversity and inclusion with at least one post each month</p> <p>Review all applicable student policy and make recommendations to ensure equitable treatment of all students</p>

PHYSICAL RESOURCES

Performance Indicators	Baseline	2023 Goal
Support physical accessibility to MTECH programs and resources and foster an environment that is inclusive to employees, students, and guests with diverse physical, social, and psychological needs	N/A	<p>Participate in regular committee work aimed at promoting and recommending inclusive decision-making with facilities development and improvement.</p> <p>Assess gaps and barriers to student and employee engagement within MTECH's physical space and resources.</p>

PROGRAM DEVELOPMENT

Performance Indicators	Baseline	2023 Goal
Support efforts to provide employers with a diverse workforce that aligns with industry demand	N/A	Develop and deploy a survey for Employers addressing their demand for a diverse workforce; Develop an action plan based on survey results