

STRATEGIC PLAN:

COE Standard 4

Updated: 11/2/2020 NLM; 7/2021 NLM; 4/14/23 SES; 5/26/2023
SES **Review/Results: 6/3/2021 NLM; 6/2022 NLM; 4/10/23 SES;**
5/26/2023 SES

Ben Franklin Career Center

Strategic Plan

2020-2025

The **mission** of Ben Franklin Career Center is to prepare all students to be college and career ready.

Ben Franklin Career Center's **core beliefs** are as follows:

1. All students have the opportunity to achieve;
2. Students will learn content to earn technical area certification;
3. Students will be prepared to leave Ben Franklin Career Center college and career ready;
4. Ben Franklin Career Center will provide a safe and caring environment; and
5. Quality teaching is the key to student success.

The staff members at Ben Franklin Career Center support the following vision statements:

1. The curriculum will address the needs of students with varying abilities, aptitudes, interests, objectives, and personal qualities;
2. The training will be based on hands-on activities with a support program in basic skills, technology, personal development, and job-seeking skills;
3. The quality of the training program will enable students to gain an entry level position in their field anywhere in the world;
4. The programs may offer work-based activity experiences to qualified students;
5. Students will be expected to exhibit a strong work ethic and contribute to society in the training program;
6. The school and local businesses will unite to provide a quality program for the students; and
7. The staff will continue to train in their field of expertise to ensure up to date training for students.

The strategic plan is reviewed annually by the faculty, administration, and advisory committees.

The results of the evaluation of progress toward achieving the objectives are documented annually through email (results will be shared during the Fall advisory meetings).

Objective/Goal 1: Maintain a minimum benchmark of 60% for completion rate.

Strategies for Achieving Objectives/ Action Steps	Timelines	Person Responsible	Funding Sources	Strategies for Evaluating Progress
<p>Early identification of obstacles or barriers students may have that prevent them from completing the adult program</p>	<p>Beginning of academic year</p>	<p>All ACE Instructors</p> <p>Financial Aid/Adult Programs Counselor</p>	<p>Adult application and testing fees paid students</p>	<p>Review application</p> <p>Entrance test results</p> <p>6-3-21; All items above were completed for the 2020-2021 school year; 1-18-22 Strategic Plan will continue this year; no changes needed; continue meeting with students with warning letters for attendance at halfway point; all progress made with the plan will be documented; 4/10/23- Reviewed. All Instructors verified overall relevance and approved continuing the Goals into 23-24. Entrance test results and relevance to completion were discussed. Application had been updated in spring 22 to reflect the addition of Garnet programs for 22-23. D Wood and S Sweat created the Student Satisfaction Surveys as part of their yearly SMART Goal and was designed as outreach to all students struggling to stay in programs. Results of this initiative were shared with instructors. Maggie Phillips stated the goals and objectives are realistic. Brad Parsons commented that the plan is relevant. Discussion of continuing interviews in the admission process was tabled until May/June 2023 meeting for further investigation of its usefulness in completion rates. SES</p> <p>May 26 2023 Meeting- All agreed: Interviews only conducted with students who score 6 or 7 on the TABE test to determine if they can retest in the subtest below cut score of 8. "Interview with Instructor" removed from Strategies for evaluating Progress". SES</p>

Student reviews	Ongoing from 1 st day of school through graduation	All ACE Instructors	None Needed	<p>Teachers will hold one on one meetings with students to discuss progress after each grading period and additional reviews when necessary</p> <p>6-3-21; All teachers held one on one meetings with students to discuss progress.;1-18-22 continue meeting with students with warning letters for attendance at halfway point; all progress made with the plan will be documented; 4/10/22 – D Wood and S Sweat discussed the Student Satisfaction Surveys and the outreach to students struggling to stay in programs. All instructors continue to work with students and 5 students have remained in the programs who may have dropped. SES</p>
Students provided with rubric/criteria of class scoring and how grades are issued	Beginning of academic year	All ACE Instructors	None Needed	<p>Utilization of grading rubric/criteria</p> <p>6-3-21; All teachers utilized a grading rubric/criteria; 1-18-22- Teachers continue to use this process- no changes; 4/10/23- Instructors continue to provide rubrics to help students achieve and maintain SAP. SES</p>
Identify students with attendance issues	Ongoing from 1 st day of school through graduation	All ACE Instructors	None Needed	<p>Number of students who do not complete the program due to attendance</p> <p>Attendance tracking by instructor</p> <p>6-3-21; We had 1 student who was dismissed from Welding due to attendance. All instructors keep attendance; 1-18-22- Instructor monitor attendance and use warning system; 4/10/23-Instructors continue to follow the policies stated in the BFCC Student Handbook and specific program handbooks ex. PN to issue warnings to student when they are in danger of exceeding limits- Policy updated in Fall 2022 to reflect 10% of total program hours are allowed for all programs except PN (50 hours) and Elec Tech (6 days) has</p>

				helped with attendance issue SES
Provide students with course calendar for the entire program	Beginning of Academic Year	All ACE Instructors	None Needed	Attendance data 6-3-21; All instructors keep attendance. 1-18-22- Instructor provide students with calendars and syllabi; 4/10/23-Instructors continue to provide syllabi and calendars to help students achieve and maintain SAP. SES
Provide students with extra help if needed	Ongoing from 1 st day of school through graduation	All ACE Instructors	None Needed	Analysis of test scores and performance skills 6-3-21; All teachers monitor exams and offer extra help if needed; 1-18-22 Instructors offer various strategies to students to help them with SAP; 4/1/023 All Instructors agreed in Fall 2022 to provide hours for makeup of assignments or skills. Tutoring hours and office hours have been offered as well. Noticeable increase in students' SAP for grades and attendance SES

Objective/Goal 2: Maintain a minimum benchmark of 70% placement rate.

Strategies for Achieving Objectives/ Action Steps	Timelines	Person Responsible	Funding Sources	Strategies for Evaluating Progress
Complete resumes	Before the end of academic year	All ACE Instructors	None Needed	Resume completions 6-3-21; Students completed resumes before leaving the programs 1-18-22 -Instructors continue with resume completion; 4/10/23- All students continue to complete resumes in adult programs. Instructors discussed and agreed it is beneficial in the placement process. SES
Current job leads are discussed with students	Ongoing from 1 st day of school through graduation	All ACE Instructors	None Needed	Number of students that utilize and obtain employment Follow-up with students who did not secure placement 6-3-21; All instructors use the Follow-Up Plan to monitor job placement; 1-18-22 instructors share any job postings with all

				students; 4/10/23 Job leads are sent to office to be placed on bulletin board and sent to instructors to share with students- Reverse Job fairs and Organizational job fairs are shared with instructors and students – Placement rates remain strong through these strategies and partnerships with industry advisors. Agreed practices are working to maintain and increase placement. SES
Utilize Advisory Council to identify employment opportunities	Ongoing	All ACE Instructors	None Needed	Number of students obtaining employment 6-3-21; All instructors use the Follow-Up-Plan to monitor job placement;1-18-22 Review of Advisory input-continuing involvement of AM's; 4/10/23 Job leads from industry partners are sent to instructors to share with students- Reverse Job fairs and Organizational job fairs are shared with instructors and students – Placement rates remain strong through these strategies and partnerships with industry advisors. Agreed practices are working to maintain and increase placement. SES

Objective/Goal 3: Increase enrollment by 20% For Programs that are not at maximum Capacity (4/10/23 SES).

Strategies for Achieving Objectives/ Action Steps	Timelines	Person Responsible	Funding Sources	Strategies for Evaluating Progress
Develop a marketing plan to improve advertisement procedures that will lead to increased enrollment.	Ongoing	Assistant Principal	Adult tuition money from blanket accounts - (2.75 an hour per student 2020-2021= \$85,387.50) (Fringe benefits 2021-2022 = \$29077.76) (Total left over = \$56,309.74); budget for advertising was	Continue tracking “how did you hear about us” data through entrance survey as well as increasing social media outreach. 6-3-21; Advertising this year was pushed through social media and radio. Two of our programs are full for the 2021-2022 school year. We will continue monitoring how students hear about our school. Plan for 2022-2023 school year is to ask all students who entrance test, not

			\$10,000; 21-22 \$56166 Tuition revenue- \$10,000 Advertising budget; 22-23 - \$153818.67 Tuition Brought in- \$36,00-\$40,000 Budgeted for Advertising	just students who start; 1-18-22 Continuing Social Media push. Tracking through surveys discussed-results shared; 4/10/23 Phillips suggested changing the increased enrollment percentage to 20% of programs that are not at max capacity in the future.(Revision Noted in Goal Name above.)SES
Build partnerships with new businesses	Ongoing	Assistant Principal All ACE Instructors	None Needed	Track new businesses that join advisories 6-3-21; New businesses have been tracked; 1-18-22 Instructors are working on industry visits; 4/10/23- Instructors talked about industry visits-clarification on those- Agreed partnerships are strong. SES
Start/Open New Programs	Ongoing	Assistant Principal	Adult Monies left over from Heavy Equipment (\$11,758.45) & HVAC account (\$7437.40). Plus, adult tuition left over ~\$50,000; 21-22-Heavy Equipment & HVAC balances remain the same-waiting for new program budgets to be finalized; 4/10/23 \$354803.01 brought over from Garnet-HVAC and Heavy Equipment balancers brought forward for HVAC and Commercial driving Programs	Compile data for WVDE and meet to discuss options for funding (including reviewing Workforce WV data). Survey students and community on need/want of programs. 6-3-21; Survey results were tracked. Meeting was held with WVDE on suggestions. Due to COVID, new programs will not begin until 2022-2023 After the COE visit, we will look at all related programs costs and set new program goals for paying for the instructors (Diesel Equipment Technology & HVAC Technician).1-18-22 Plans to begin new programs will be presented in Spring 22; 4/10/23-3 new programs brought over from Garnet- Practical Nursing-Automotive Technician; Phlebotomy Technician-Commercial Driving and HVAC Technician programs started. Instructors agreed this has been effective in increasing enrollment overall and generating income for the programs SES
Volunteer with community	Ongoing	All ACE Instructors	None needed	Track projects done in the community. 6-3-21; Projects were completed within the community. Focus on

				<p>community outreach next year as well – continue open houses; 1-18-22 Program instructors continue to do outreach through projects and contracts with “customers”; 4/10/23 Electrical continued volunteer projects ex. Habitat for Humantiyt- Welding took on projects-Auto ran shop and offered free diagnosises- PN worked with the Sojourner’s; shelter. All Programs participated in the Tech or Treat for Community Children and the Christmas Parades to promote the school and programs.</p>
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