



DuPage Area Occupational
Education System

Strategic Plan

2011-2016 | Steve Clark
Director



PROCESS

Beginning in the spring of 2010, the DuPage Area Occupational Education System Board of Directors and the Technology Center of DuPage Administrative team agreed that the time had arrived for a long range strategic planning process to be developed. In the summer of 2010, the DAOES Board of Directors held its first strategic planning study session in the Board Room at the Technology Center of DuPage. In this study session, the DAOES Board members and TCD administrators identified strengths and areas for improvement within the organization. The collaborative effort continued as the group identified four major areas of focus which would become the basis for our five year strategic plan.

The strategic areas of focus included:

1. Marketing and Outreach
2. Instruction/Program/Credentialing
3. Finance
4. Partnerships

With these clear goals in mind, sub-committees were formed to brainstorm strategies and actions to address these areas of focus. Participation on these sub-committees included Board members, administrators, staff, and key community leaders. Starting in the summer of 2010, the sub-committees met several times to forge and refine strategies and action plans. A heavy emphasis was placed on accountability and a clear timeline for each strategic area. After honest discussion, open debate, and consensus building among a broad range of participants, these proposals were ready for final approval in October of 2010.

This plan is a working document. It provides a framework for systemic change throughout the organization to improve student achievement and successfully implement the vision and mission of DAOES and TCD. With the adoption by the DAOES Board of Directors, the plan will charter a broad range of initiatives which are designed to provide students with a valuable and successful education experience. An annual review of performance on each goal will be presented at a public meeting of the DAOES Board of Directors.

The plan is available for viewing to all members of the community via the TCD web site, www.tcdupage.org. We encourage continual feedback and make a commitment to express the community's thoughts in an ongoing manner.

Technology Center of DuPage, DuPage Area Occupational Education System and its Board of Directors would like to thank everyone who participated in this process. The quality of life in the DuPage County region relies on our ability to shape our future through our youth.



TECHNOLOGY CENTER OF DUPAGE OUR VISION

All students attending the Technology center of DuPage will be prepared to successfully transition to post-secondary education and careers.

OUR MISSION

Technology Center of DuPage will provide an educational environment that supports and encourages individual learning styles, develops occupational skills, fosters professionalism, promotes academic growth, and assists students in discovering their potential. This mission includes ongoing professional development to maintain a skilled staff that effectively delivers high-quality, individually guided learning experiences.

DUPAGE AREA OCCUPATIONAL EDUCATION SYSTEM OUR MISSION

It is our mission to help students understand and prepare for career opportunities. To address this mission, DAOES will . . .

- provide high quality educational programs
- create learning environments that are stimulating and productive
- use an integrated approach to enhance the academic, technical, and personal skills of students
- provide leadership in staff training and curriculum development
- continually challenge staff and students to excel



THOSE WHO PARTICIPATED

INSTRUCTION/PROGRAM/CREDENTIALING:

COMMITTEE CO-CHAIRS:

Mary Biniewicz	Assistant Superintendent for Student Learning Board Member
Ed Susmilch	Principal
Mary Boyd	Assistant Principal for Curriculum and Instruction

COMMITTEE MEMBERS:

Jeanette Andrews	Graphics Student
Jeanne Beauchamp	Early Childhood Education & Care Center Instructor
Christine Bending	Core Subject Liaison – Mathematics
Rima Black	Executive Assistant
Mary Ann Cervinka	Human Resources Manager
Glenda Gallisath	Associate Vice President of Academic Affairs
Dan Krause	Principal
Dave Maseman	Systems Administrator
Jack Scurte	Computer Information Systems Instructor
Karen Sullivan	Assistant Superintendent for Curriculum & Instruction Board Member

Community High School District 99
DuPage Area Occupational Education System
Technology Center of DuPage
Technology Center of DuPage
Technology Center of DuPage
Technology Center of DuPage/DAOES
Arrow Gear Company
College of DuPage
DuPage High School District 88
Technology Center of DuPage
Technology Center of DuPage
Elmhurst Community Unit School District 205
DuPage Area Occupational Education System



THOSE WHO PARTICIPATED

FINANCE:

COMMITTEE CO-CHAIRS:

Dave Maseman Systems Administrator
James Warzynski Business Manager

COMMITTEE MEMBERS:

Diana DeMarco Accounting Clerk/ Payroll & A/P
Scott Eggerding Director of Curriculum & Instruction
Bill Farley Assistant Superintendent of Business Operations
Faith Jennetta Program Coordinator – Culinary, Pastry Arts & Hospitality
John Moss Legislative Liaison
Alf Logan Former Superintendent
John Rossi Partner
Jay Schwartz Special Needs Resource Teacher
David Sellers Business Manager
Mark Staehlin District Controller

Technology Center of DuPage
Technology Center of DuPage
Technology Center of DuPage
Lyons Township High School District 204
Community Unit School District 200
Technology Center of DuPage
Glenbard District 87
Fenton District 100
Baker, Tilly International
Technology Center of DuPage
Lyons Township High School District 204
Community High School District 99



THOSE WHO PARTICIPATED

MARKETING/OUTREACH:

COMMITTEE CO-CHAIRS:

Steve Carr	Principal
	Board Member
Susan Will	Dean of Students

COMMITTEE MEMBERS:

Laurie Blei	Counselor
Marge Downs	Early Childhood Education & Care Center Instructor
John Glimco	Assistant Regional Superintendent
Suzanna Krynski	Cosmetology Instructor
Frank Krzanik	Cosmetology Instructor
Peg Mannion	Community Relations Coordinator
Pam McNeeley	Counselor
Kathy Rosenwinkel	Marketing & Recruiting Specialist
Crystal Scott	Early School Leaver Program
Wendy Shaw	Director of Field Services

Westmont High School
DuPage Area Occupational Education System
Technology Center of DuPage

Downers Grove South
Technology Center of DuPage
DuPage Regional Office of Education
Technology Center of DuPage
Technology Center of DuPage
Glenbard Township High School District 87
Naperville Central
Technology Center of DuPage
Technology Center of DuPage
Boy Scouts of America



THOSE WHO PARTICIPATED

PARTNERSHIPS:

COMMITTEE CO-CHAIRS:

Steve Clark	Director
Tim Wierenga	Assistant Superintendent for Instruction Board Member

COMMITTEE MEMBERS:

Ronald Bullock	Chairman
Sue Doser	Partnerships for College and Career Success Coordinator
Shaun Dudek	Professor, Graphic Arts Technology
Richard Greene	Coordinator for Engineers of Tomorrow
Pat Hayes	Chairman
Ed Jodelka	College & Outreach Liaison
Marybeth Marshall	Executive Director
Brenda Pacey	University of Illinois Outreach & Public Services
Sheryl Palicki	Career Counselor
Mark Puknaitis	Chief
Bob Rammer	Assistant Superintendent for Operations
Darlene Ruscitti	Regional Superintendent
Deanna Salo	Partner/Shareholder
Mike Skarr	Investor Relations
Heather Winter	Director of Constituency Relations
Anna Weslak	Trainer

DuPage Area Occupational Education System
Naperville Community Unit School District 203
DuPage Area Occupational Education System

Bison Gear
DuPage Area Occupational Education System
College of DuPage
Bradley University
Fabric Images, Inc.
DeVry University
DuPage Workforce Board
University of Illinois
Technology Center of DuPage
Naperville Fire Department
Wheaton Warrenville Community Unit District 200
DuPage Regional Office of Education
Cray, Kaiser, Ltd.
DuPage Regional Development Alliance
Elmhurst College
Weslak & Associates



ACCEPTANCE OF THE BOARD OF EDUCATION

We look forward to the Director and staff accomplishing our vision for Technology Center of DuPage over the next five years. We realize that this plan is a work in progress and as implemented will affect the entire community. We appreciate receiving periodic reports on actions taken and targets met. The continued efforts of the Director and his staff are appreciated as we join in partnership with our community to educate all students for life-long success.

In an effort to assist Technology Center of DuPage with becoming one of the premiere educational systems in the nation, the Board of Directors hereby adopts this Strategic Plan as presented this 21 day of October, 2010.

Handwritten signature of Steve Clark in black ink, written over a horizontal line.

Steve Clark
DAOES Director

Handwritten signature of Dr. Kathie Pierce in black ink, written over a horizontal line.

Dr. Kathie Pierce
DAOES Board President



Strategic Area: Instruction/Program/Credentialing

Goal Statement: Develop and implement a standards-based certification system that is meaningful to students, staff, and employers which focuses upon the three essential aspects of technical, academic and workplace skills while reflecting current educational and industry standards.

Key Area	Action	Action Manager	Timeline	Results	Measures
All three areas of Technical, Academic, and Workplace Skills	Promote and increase the use of an instructional delivery system that is experiential, collaborative and differentiated; reflect contemporary thinking; and use available resources.	Assistant Principal for Curriculum and Instruction	Fall 2010	Existence of an instructional delivery system that is experiential, collaborative, and differentiated	Evaluation of activities Survey results
	Integrate the reporting systems that identify levels of achievement in academic, technical, and workplace skills.	Assistant Principal for Curriculum and Instruction	Fall 2011- Spring 2016	New reporting system	Needs assessment Survey results
	Develop and implement a communication plan regarding the newly developed, standards-based reporting system so all stakeholders understand the system and its applications.	Director	Spring 2012- Spring 2016	Comprehensive communication plan regarding standards-based reporting system	Feedback from stakeholder groups



Strategic Area: Instruction/Program/Credentialing

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Key Area	Action	Action Manager	Timeline	Results	Measures
Technical	Develop a process to review industry certification options.	Assistant Principal for Curriculum and Instruction	Fall 2011- Fall 2016	Increased number of industry certifications	Industry certification list
	Develop a comprehensive portfolio of industry standard skills for each TCD program that will be used to guide and assess the certification process.	Assistant Principal for Curriculum and Instruction	Spring 2011	Up-to-date essential skills list for each program	Essential skills list
	Modify curriculum skills, goals, and assessments based on newly adopted skills and certification requirements.	Assistant Principal for Curriculum and Instruction	Fall 2011- Spring 2016	Revised curriculum skills, goals, and assessments	Curriculum documents



Strategic Area: Instruction/Program/Credentialing

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Key Area	Action	Action Manager	Timeline	Results	Measures
Academic	Use the National Career Readiness Certificate (NCRC) to certify academic skills for all senior TCD students.	Assistant Principal for Curriculum and Instruction	Spring 2011- Spring 2016	Increased percentage of NCRC certificated students Establishment of annual goals for NCRC certification	Test Results Anecdotal reports from employers
	Produce and implement a long-term plan for academic enrichment/enhancement at TCD; (e.g. KeyTrain, co-teaching and other possible academic interventions).	Principal	Spring 2012- Spring 2016	Comprehensive plan for academic enrichment	Annual review of plan
	Identify other academic achievement and assessment data to proactively plan possible academic interventions.	Assistant Principal for Curriculum and Instruction	Spring 2011- Spring 2016	Increased number of academic interventions available to staff	Academic achievement and assessment data
	Familiarize staff with the new Illinois Learning Standards (Common Core) and align curriculum and assessments with the new standards.	Assistant Principal for Curriculum and Instruction	Spring 2011- Spring 2016	Updated curriculum mapping and alignment workshops	Aligned curriculum



Strategic Area: Instruction/Program/Credentialing

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Key Area	Action	Action Manager	Timeline	Results	Measures
Workplace Skills	Research and consult the TCD advisory committees to identify essential workplace skills common to all industries.	Principal	Spring 2011	The list of common workplace skills required to be successfully employed in all industries	Advisory Committees findings
	Examine the current Employability Growth Appraisal (EGA) and adjust, adapt or refine the identified workplace skills.	Principal	Summer 2011	Revised Employability Growth Appraisal (EGA) for each program area	Committee documents
	Develop assessments that will enable staff to measure acquisition of identified workplace skills.	Assistant Principal for Curriculum and Instruction	Summer 2012	Collection of assessments to accurately/efficiently measure workplace skills	Assessment documents
	Integrate into each program or course; opportunities for students to learn and develop workplace skills.	Principal	Fall 2013	Curriculum documents for each program area, which clearly identify and integrate essential workplace skills, as well as the development of learning activities	Curriculum documents
	Incorporate artifacts and documents in the student portfolio that demonstrate workplace skills acquisition.	Principal	Fall 2013	Student portfolios, which include the appropriate artifacts and documents	Documentation of students' attainment of workplace skills



Strategic Area: Finance

Goal Statement: Demonstrate fiscal responsibility to the community and participating districts while providing resources to support educational initiatives.

Key Area	Action	Action Manager	Timeline	Results	Measures
Revenue	Investigate new opportunities for grants from public and private sectors.	Director Principal Business Manager	Fall 2011- Spring 2016	Increased grant funding received	Financial report
	Cultivate corporate relationships/sponsorships for specific programs at TCD.	Principal Assistant Principal for Curriculum and Instruction	Fall 2011- Spring 2016	Increased number of programs sponsored by corporations	List of programs and their sponsors
	Pursue additional intergovernmental agreements with local agencies.	Director Principal	Fall 2011- Spring 2016	Utilization of resources available at local agencies	Identification of potential agency partners
	Research alternative means of funding to replace chargeback.	Director Business Manager	Fall 2013	New and equitable revenue generating formula	Board adopted formula



Strategic Area: Finance

Goal Statement: Develop and sustain state-of-the-art facilities that promote a positive and fully utilized learning and working environment.

Key Area	Action	Action Manager	Timeline	Results	Measures
Building Utilization	Investigate alternative scheduling to include third shift/evening classes.	Director Principal	Fall 2012	Additional opportunities for students to attend TCD Increased enrollment	Increased chargeback revenue Extended hours
	Promote outside entities to lease space at TCD.	Director	Fall 2011	Rental revenue generated	Financial report
	Offer participation to districts outside of DuPage County	Director Principal	Fall 2013	Increased utilization of classroom space and increased revenue	Number of new districts sending students to TCD
	Employ an outside service to perform an energy study.	Business Manager	Spring 2011	Energy cost savings	Utility cost report



Strategic Area:

Marketing/Outreach - Parents

Goal Statement:

Increase awareness of TCD opportunities and programs through modern communications and sending school connections.

Key Area	Action	Action Manager	Timeline	Results	Measures
Marketing and Technology	Develop a campaign promoting the TCD "brand" (logo, slogan).	Director	Fall 2010- Spring 2016	Enhanced awareness of TCD Increased visibility and recognition	Sales/distribution of merchandise Survey results (students/parents/community)
Marketing	Re-evaluate the effectiveness of the Open House format.	Director	Spring 2011	Heightened stakeholder awareness of Open House activities	Open House survey and attendance results



Strategic Area: Marketing/Outreach - Students

Goal Statement: Increase student awareness of TCD programs through modern communication and sending school connections.

Key Area	Action	Action Manager	Timeline	Results	Measures
Technology	Enhance TCD website. Establish and improve reciprocal links with sending schools.	Director	Fall 2011	More efficient and effective communication about TCD	TCD website using web analytics Participation by partner schools Stakeholder survey results
	Investigate the use of social networking sites for marketing purposes (e.g., Twitter, Facebook, and videos).	Director	Fall 2011	Broader visibility/awareness of the services TCD provides	Hits and request for information from various media
Marketing	Seek Board support for TCD information to be included in home school publications.	Director	Fall 2010	Increased access to partner school stakeholders	Number of partner schools publishing TCD information
	Develop a roster of "ambassadors" (current TCD students and recent graduates) to represent TCD at partner schools and TCD events.	Director	Fall 2010	Prospective students and parents hear about the TCD experience from actual participants	Student/alumni participation



Strategic Area: Marketing/Outreach - Community/Business

Goal Statement: Develop innovative strategies to communicate with businesses and community members to increase awareness of the opportunities available at TCD.

Key Area	Action	Action Manager	Timeline	Results	Measures
Marketing	Establish "Taste of TCD" experiences for: <ul style="list-style-type: none"> • Partner school staff • Parents • District school board members • Elected officials • Business community • Community organizations 	Director	Spring 2011- Spring 2016	Broaden TCD exposure	Feedback from stakeholders survey Event attendance
	Investigate new options for TCD's College & Career Day event.	Director	Summer 2012	Convenient opportunities for students, parents, alumni, colleges, universities, and post-secondary schools to participate in TCD's College and Career Day	Event participation Public feedback
	Offer alumni and business partners the opportunity to display TCD materials and/or affiliation through place of business.	Director	Spring 2011	Increased and enhanced TCD visibility within the business community and the general public	Distribution report



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Strategic Area: Marketing/Outreach - Community/Business

Goal Statement: Develop innovative strategies to communicate with businesses and community members to increase awareness of the opportunities at TCD.

Key Area	Action	Action Manager	Timeline	Results	Measures
Marketing	Develop additional marketing relationships with media outlets and TCD business partners.	Director	Spring 2011	Increased and enhanced TCD visibility within the business community and the general public	List of business contacts Media exposure



Strategic Area:

Partnerships

Goal Statement:

Establish or improve partnerships with secondary and post-secondary public and private institutions.

Key Area	Action	Action Manager	Timeline	Results	Measures
Education	Conduct annual summit of home school personnel (leadership teams) that focuses on essential workplace skills.	Principal	Fall 2011- Spring 2016	Increased awareness of essential workplace skills in the home schools	Record of the school leadership teams who visit TCD Career readiness documents
	Implement programs of study that are tied closely to labor market trends.	Director	Fall 2011- Spring 2016	Implementation of programs of study tied to labor market trends	Labor market data
	Review and analyze dual credit agreements annually.	Assistant Principal for Curriculum and Instruction	Fall 2011- Spring 2016	Increased number of dual credit agreements	Percent of increase in dual credit agreements



Strategic Area: Partnerships
Goal Statement: Establish or improve relationships with community partners.

Key Area	Action	Action Manager	Timeline	Results	Measures
Education	Establish career counseling initiative.	Dean of Student Services	Fall 2010	Enhanced partnership with sending schools and their counselors to share career opportunities and information Establishment of a career counseling position Facilitation of an annual meeting for the guidance staff of sending schools	Links on sending schools websites to link users to career resources Guidance staff meeting attendance
Marketing	Investigate and recommend a comprehensive customer service awareness campaign for all employees.	Director	Spring 2011	Enhanced professional image of TCD and its programs in the community	Record of customer service training provided for staff Survey summary of parents of TCD students and community partners



Strategic Area: Partnerships

Goal Statement: Establish or improve partnerships with local and regional business and industry partners.

Key Area	Action	Action Manager	Timeline	Results	Measures
Education	Evaluate and expand partnerships annually with private and public external agencies.	Director	Fall 2010- Spring 2016	A positive public presence outside of the TCD facility Partnerships with key agencies	Record of participation in community events and organizations Identification of key agencies
Marketing	Increase knowledge and awareness of TCD's services, as well as the support from sending schools' administration and the Boards of Education.	Director	Spring 2011	Presentations to School Boards Increased knowledge and awareness of TCD's services	Record of all presentations given by TCD to include home school district board agenda Increase in inquiries and enrollment