

NWTC STRATEGIC FOCUSES

Revised June 2026

Strategic Focuses

Full-Time Career Programs

• Student & Parent Engagement and Communication

- Email, Text, ONE Call, Parent Square
- Tech Tours
- Summer Outreach Camps
- Social Media, Website, Print Media
- Advisory Committees
- NWTC Signing Day
- NWTC Draft Day
- Awards Assemblies

How to Measure

- Contact %
- Instructor & Counselor/Admin Attend IEP Meeting %
- Tech Tours attendance numbers
- Summer Outreach Participant Matriculation to NWTC %
- Social Media Analytics
- Advisory Committees with Parent Participation %
- Sending School Service Rate %

• Grades, Attendance, Program Progress

- Relate school attendance to real workplace attendance.
- Relate need for strong academics to career success.
- Relate Career Program to career and job attainment.
- Promote the importance of Professional Skill Development.
- Promote CTSO involvement.

How to Measure

- Student Enrollment - Capacity
- Academic Pre and Post Testing (ACT, WorkKeys)
- Completion Rate
- Retention Rate
- Positive Placement Rate
- % of students earning a Certification or Industry Credential
- % of students having CTSO leadership or contest participation
- Full-Time Career Program Student satisfaction
- # of students with an ICAP, Job Shadow, OJT, or WBL experience
- # of staff working on advanced degrees
- # of staff serving in a leadership capacity in their ODCTE division

- # of staff participating in an external professional development activity
- # of SLC participants
- Number of students achieving a WorkKeys Credential
- Student absenteeism rate

Workforce and Economic Development Services

• Growth Opportunities

- Online Safety Training
- ACD Classes
- Leadership Development Training
- Targeted Industries – Healthcare, Manufacturing, County/Municipal, Fire, and Public Safety
- Grant Funding

• Customer Retention and Growth

- 5% Growth of our 5-year average – Companies Served
- 5% Growth of our 5-year average – Training Hours
- 95% Retention of our Top 20 Companies Served

• Customer Satisfaction

- Surveys and questionnaires

• Customer Engagement

- Quarterly Newsletter
- Surveys
- Social Media, Website, Print Media
- Advisory committee meetings
- Community service engagement
- Civic Club Participation

How to Measure

- WED Satisfaction survey
- Advisory Committee Satisfaction survey
- WED end-of-class survey
- # of Training Hours

- # of Classes offered
- # of Enrollments
- # of Businesses served
- % Repeat Customers
- % New Companies Served

Organizational

- Personnel Development
 - Program staff tours
 - Staff Meetings
 - NWTC Committees
 - Community Service Engagement
 - Individual Professional Development Plan
 - Educational Assistance Benefit
 - 403B Savings Match Benefit

How to Measure

- % of participation in PD
- % personnel retention rate / # of years' service/turnover rate
- # of staff in leadership roles – (professional organization, community organizations, etc.)
- # of staff that utilized the educational assistance program
- Professional Development satisfaction survey
- % of staff participation in 403B savings match
- % of staff participation in community service

Stakeholder Development

- Student Tours and Fairs or Events
- Signing Day
- Draft Day
- Career Shadow Day/OJT
- Sophomore and 8th Grade Tours
- 6th Grade Career Fair
- Advisory Meetings
- Northwest Career Academy
- Mash Camp
- Industry Tours
- Host Community Events
- BIS Breakfast and Executive Business Council
- NTHS and Career Programs Awards Assemblies

How to Measure

- Social media analytics
- % attendance at staff meetings
- # of Facility Usage Events
- Satisfaction Survey
- # of enrollments
- Pre-enrollment retention %

Management of Resources

- Expenses yearly comparisons
 - Plant operations
 - Maintenance of building costs
 - Insurance
 - Utility cost
 - IT
 - Classroom and instructional – Direct program support
 - Guidance and counseling
 - Admin
 - Student transportation
 - Program budget expenditures
 - Marketing
 - Salary cost vs annual budget
- Income yearly comparisons
 - General funds
 - Building fund
 - Local, state, federal
 - Grant Funding

How to Measure

- Innovation
 - Innovation management/Innovation Request Forms
 - Technology and equipment upgrade request process
 - One-time budget increase request
- Employee onboarding survey
- Energy usage comparisons from previous years for the same time period.
- Individual Program Budget Year-to-Year Comparisons
- Gold Star School award