



Uintah Basin Technical College



UBTECH
TITANS

Strategic Plan

Preparing for the Future | 2023 - 2028

PRESIDENT'S MESSAGE

Uintah Basin Technical College (UBTech) is the oldest technical college in the State of Utah. UBTech is a nationally recognized technical education leader in preparing students for success in the career path of their choice. Thousands of today's business owners, managers, and employees have educational roots and branches at UBTech.

UBTech faculty, staff, and administrators are committed to the success of every student and stand ready to serve and assist each student in their educational pursuit. UBTech graduates are employment-ready and recognized financially for the skills they obtain through our nationally accredited certificate programs.

We ask all walks of life to experience a hands-on approach to the world, through the eyes of technical education.

Our College has a legacy of student success, the choice to enroll at UBTech is a wise investment for the future. I invite you to experience the earning power of technical education. Great opportunities await you at UBTech!

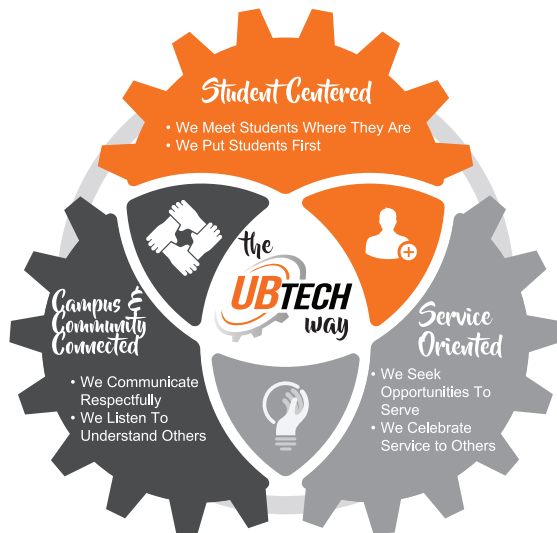
Aaron K. Weight
President/CEO





Our Vision Uintah Basin Technical College will be recognized as the source for technical education in the Uintah Basin.

Our Mission The mission of Uintah Basin Technical College (UBTech) is to provide technical education and training for secondary and adult students, to fulfill labor market needs, and promote economic development in the Uintah Basin.



The UBTech Way

- Student Centered
- Service Oriented
- Campus & Community Connected

Guiding Principles

As a UBTech professional:

- I will be an ambassador of UBTech.
- I will build unity.
- I will seek opportunity and embrace change.
- I will act with professionalism.



Strategic Plan



UBTECH GOAL #1 WIG - Wildly Important Goal

To award 1,000 certificates annually by 2030

| STRATEGIES Lead Measures

- The Instructional team will have a minimum monthly average of 80% of observations indicating the use of one or more agreed upon instructional strategies to increase engagement in the classroom/shops.
- The Instructional team will review and record the NPS survey data monthly, track satisfaction trends on scoreboard, and create strategies for improvement.
- The President's Office will submit 1 social media post per month, highlighting the UBTech culture.
- The President's Office will apply for 4 grants each quarter.
- The Marketing and Communications team will increase followers by 10% on all social media channels by the end of FY24.
- The Marketing and Communications team will use feedback to determine the quality of recruitment appearances by collecting 150 responses by end of FY24.
- The Marketing and Communications team will analyze 1 marketing need, execute a marketing strategy, and communicate the completion with relevant departments monthly.
- The Marketing and Communications team will create 1 external marketing material monthly.
- The Administrative Services team will conduct 8 trainings by the end of FY24 on fixed asset addition/transfer/disposal areas.
- The Administrative Services IT team will consolidate 1 physical server per quarter to a Virtual Machine Server.
- The Administrative Services Maintenance team will complete 80% of all work orders not determined to be a "work in progress" within a 14-day period by the end of FY24.

- The Student Affairs team will generate a daily “days enrolled no schedule” report and initiate contact with at least 50% of students who do not have a schedule.
- The Student Affairs team will generate a weekly “consecutive absence” report and initiate contact with at least 50% of students who have consecutive absences.
- The Student Affairs team will educate at least 3 staff/faculty members weekly about the resources available in the Titan Support Center.
- Student Affairs will conduct advising appointments to at least 3 graduating seniors weekly.
- The Student Affairs team will conduct at least 1 presentation each semester/trimester to a class with secondary students.



UBTECH GOAL #2 WIG - Wildly Important Goal

To establish a partnership for every program by 2030

| STRATEGIES Lead Measures

- The Instructional team will review the industry classroom/student field trips monthly and create strategies to review with department teams each month.
- The President’s Office will visit 2 partners/potential partners with President every month through the end of FY24.
- The Marketing and Communications team will publish a partner profile every month.

Evaluating the Strategic Plan's Progress

- Step 1: Each college department meets frequently to discuss the progress they're making to execute the strategies of the strategic plan.
- Step 2: The college's administrative council meets regularly to report each department's monthly progress and recommends execution adjustments when needed.
- Step 3: Once a year, each department provides the president a written summary of their annual strategy execution progress.
- Step 4: The College President provides a summary report, of each department's accomplishments, to the Board of Trustees annually.

Financial Resources

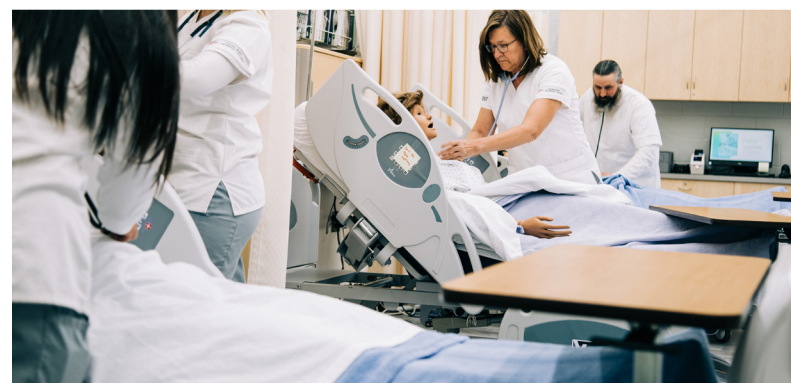
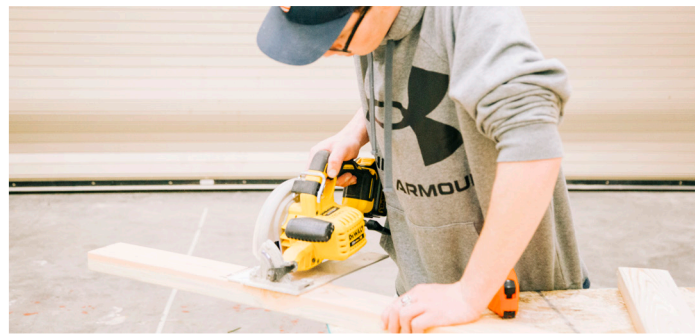
Uintah Basin Technical College strategic plan is financially supported through a combination of funding sources. State appropriations, performance funding, tuition, private donations, and re-purposing existing funds annually, all work in unison to provide the financial support needed to accomplish our goals. UBTech's financial resources are reviewed regularly throughout the fiscal year, with a yearly budget adopted by the UBTech Board of Trustees annually.



Summary

UBTech creates its strategic plan, establishes institutional goals, and executes strategy consistent with the four disciplines of execution. These steps can be summarized as focusing on important goal(s), acting on strategies, monitoring progress regularly, and creating a pattern of accountability. These adopted principles of execution have proven effective in our educational environment. The college is consistently experiencing positive outcomes toward the achievement of their strategic goals annually and will continue to utilize these principles for the foreseeable future.

Building a Skilled Workforce





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