



Strategic PLAN



2025 - 2029

THE *Uintah Basin's* COLLEGE



PRESIDENT'S MESSAGE

“Welcome to Uintah Basin Technical College (UBTech), Utah’s oldest and a nationally recognized leader in technical education. As the Uintah Basin’s College, UBTech is deeply rooted in the region’s values of hard work, innovation, and community. We take pride in preparing students for meaningful careers and lifelong success. Our alumni, now business owners, managers, and skilled professionals carry forward the legacy of excellence shaped by their UBTech experience.

Our dedicated faculty, staff, and administrators are committed to supporting every student’s journey. Whether you’re just beginning or advancing your career, we’re here to guide and empower you every step of the way.

UBTech graduates are employment-ready and financially rewarded for the skills they gain through our nationally accredited certificate programs. We invite individuals from all walks of life to discover the power of hands-on learning and the real-world impact of technical education.

Choosing UBTech means choosing the Uintah Basin’s College, a place where opportunity meets purpose. I personally invite you to explore the earning potential and opportunity awaiting you here. Your success story begins at UBTech.”



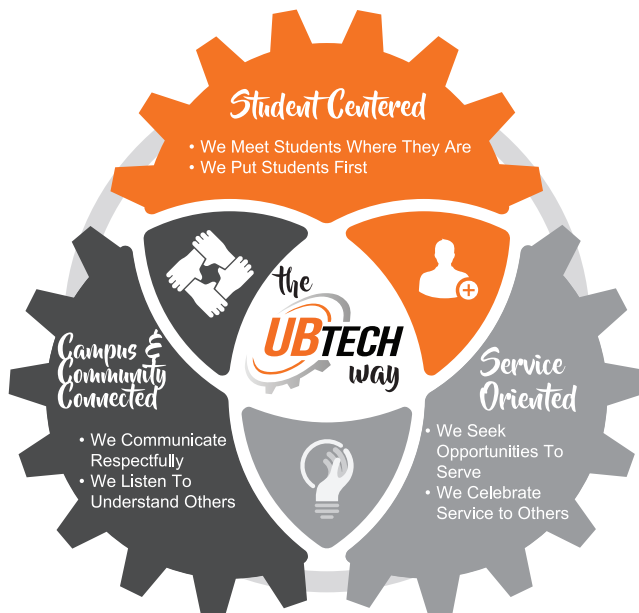
College President/CEO,
Aaron K. Weight





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 seek opportunity and embrace change.
- I will build unity.
- I will act with professionalism.

#1 TO AWARD 1,000 CERTIFICATES ANNUALLY BY 2030

WIG: WILDLY IMPORTANT GOAL

STRATEGIES | LEAD MEASURES

- **Sub-WIG:** The Instructional team will complete a minimum of 4,300 student progress advising sessions by June 30, 2026.

Lead Measures:

- Each Trades instructor will conduct a minimum of 200 student progress advising sessions by June 30, 2026.
- Each Service Industries instructor will conduct a minimum of 200 student progress advising sessions by June 30, 2026.
- Each Health Professions instructor will conduct a minimum of 180 student progress advising sessions by June 30, 2026.

- **Sub-WIG:** The Business Operations team will reduce checks made from the UBTech Operations Account by 30% compared to the prior year, by June 30, 2026.

Lead Measure:

- Reach out to 125 payees during FY26 to introduce and encourage the use of the Vendor ACH feature.

- **Sub-WIG:** The Facilities team will reduce the number of annual work order requests from 195 to 155 by June 30, 2026.

Lead Measures:

- Perform a monthly walk through with each facilities staff member in their assigned areas to identify preventative maintenance/maintenance needs & potential hazards.
- Facilities staff will correct any maintenance issues or potential hazards during the monthly walk through. All corrections should be completed before the next scheduled walk through.

- **Sub-WIG:** The Information Technology team will take corrective action on 75% of Critical/High Security Risk Assessment issues identified in the 2025 Internal IT Audit Report by June 30, 2026.

Lead Measure:

- Conduct testing of the following during the year:
 - Monthly external and quarterly internal vulnerability assessments.
 - Quarterly document and test backup process and verify backup functionality.
 - Perform annual penetration tests on all network boundaries.

- **Sub-WIG:** The Registrars will increase internal continuation within program series from 389 to 447 by June 30, 2026.

Lead Measure:

- Registrars will facilitate a minimum of 9 weekly continuation registration interventions.

- **Sub-WIG:** Financial Aid will increase federal aid award from 25 to 27 and scholarship approvals from 1302 to 1400 by June 30, 2026.

Lead Measures:

- Financial Aid will process a minimum of 25 scholarship applications per week.
- Financial Aid will process up to 9 FAFSA applications per week.

- **Sub-WIG:** The Student Success Advisors will increase completed adult student appointments from 622 to 2,000 by June 30, 2026.

Lead Measure:

- Each Student Success Advisor will complete a minimum of 20 adult student appointments per week.

- **Sub-WIG:** The Mental Health Coordinator will increase delivery of wellness outreach to newly registered adults to 100% by June 30, 2026.

Lead Measure:

- The Mental Health Coordinator will contact 100% of new adult students within 14 days of the student's start date.

- **Sub-WIG:** The Testing Specialists will increase the percentage of scheduled placement testing sessions successfully administered from 80% to 100% by June 30, 2026.

Lead Measures:

- The Testing Specialists will ensure 100% of scheduled placement testing sessions are confirmed and prepared at least 24 hours in advance.
- The Testing Specialists will follow up with 100% of no-shows within 48 hours to reschedule.
- The Testing Specialists will schedule 100% of students who complete entrance testing requirements with a Student Success Advisor for an advising appointment.
- **Sub-WIG:** The Student Engagement Specialist will increase the percentage of marketing-generated leads that convert to scheduled testing or advising appointments from 0% to 50% by June 30, 2026.

Lead Measure:

- The Student Engagement specialist will make initial contact with 100% of new leads within 5 business days.
- **Sub-WIG:** Student Affairs Leadership will increase the percentage of Student Affairs team members actively participating in structured alignment sessions from 0% to 100% by June 30, 2026.

Lead Measure:

- Student Affairs Leadership will conduct 1 structured team learning or alignment session per month.
- **Sub-WIG:** The President's Office will increase new funding from non-state sources from 1 million to 1.5 million by June 30, 2026.

Lead Measure:

- The President's Office will increase outreach efforts for each major fundraising event by 20% by June 30, 2026.
- The Grant Administrator will identify and submit at least 4 new scholarship grant applications each month by June 30, 2026
- **Lead Measures:**
- The Lead Marketing Designer will refresh or implement one off-campus marketing medium per month.
- The Webmaster/Digital Communications Marketer will emphasize ease of enrollment in a monthly advertising campaign for at least one program per month.
- The Marketing Generalist will analyze 1 program marketing need, execute a marketing strategy, and communicate the completion with relevant departments monthly.
- Outreach Team Members will participate in at least 12 outreach activities, capturing potential student contact information by June 30, 2026.

TO ESTABLISH A PARTNERSHIP FOR EVERY PROGRAM BY 2030

WIG: WILDLY IMPORTANT GOAL

#2

STRATEGIES | LEAD MEASURES

- **Sub-WIG:** The Instructional team will complete a minimum of 500 industry engagements by June 30, 2026.

Lead Measure: Each instructor will facilitate a minimum of 11 industry engagements by June 30, 2026.

- **Lead Measures:**

- The Chief Development Officer in conjunction with the College President will make 5 strategic visits per week with existing partners and new partner prospects through June 30th, 2026.
- The Marketing Designer will create 1 monthly highlight featuring a scholarship student or alumni, including relevant partners.

DEFINITIONS: **WIG:** Wildly Important Goal | **Sub-Wig:** A component of the Wildly Important Goal

Lead Measure: A metric predicting future success by tracking the activities that drive a desired outcome.

EVALUATING 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 College 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

Utah Basin Technical College's strategic plan is financially supported through a combination of funding sources. State appropriations, performance funding, tuition, private donations, and repurposing 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 strategies consistent with the Four Disciplines of Execution framework by Franklin Covey. These steps can be summarized as focusing on the wildly 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.



UBTECH TITANS



THE *Uintah Basin's* **COLLEGE**

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