



2025-2030

Strategic Plan

Dr. Sebastian Kapala, Executive Director

Outside Partnerships

Develop and Execute a Comprehensive Communications Plan

Strategic Plan Goal	Create and implement a strategic communications plan designed to elevate awareness of Tech Campus programs among key stakeholders. Showcase the value and impact of Career and Technical Education (CTE) while emphasizing opportunities for financial partnerships. Foster stronger community engagement and support by highlighting success stories, program outcomes, and partnership benefits.
SMART Goal	By December 31, 2026, develop and implement a comprehensive external communications plan that identifies key stakeholder audiences, establishes consistent messaging and communication channels, and implements at least four targeted communication strategies highlighting Tech Campus student outcomes, CTE impact, workforce contributions, and opportunities for community and financial partnership.
Success Metrics	• Complete and begin implementation of a comprehensive communications plan by December 31, 2026, identifying priority audiences, key messages, communication channels, responsibilities, and an annual communication schedule. • Implement at least two targeted communication strategies during the 2026–27 school year, with each strategy directed toward one or more identified stakeholder groups. • Publish or distribute at least 12 external communications highlighting student success, program outcomes, CTE/workforce impact, industry partnerships, or opportunities for community and financial support. • Develop and implement a social media and digital engagement strategy specifically designed to increase outreach to students and younger parents, utilizing platforms and communication methods most relevant to these audiences. Establish baseline engagement data by December 2026 and achieve a minimum 15% increase. Increase in overall social media engagement—including views, shares, comments, clicks, and other interactions.