



2025-2030

Strategic Plan

Dr. Sebastian Kapala, Executive Director

Student Success

Increase Awareness and Understanding of Programs

Strategic Plan Goal

Broaden and adapt marketing, outreach, and program systems to increase awareness of Tech Campus offerings among students, utilizing systems that include member high school administration and counselors.

SMART Goal

By May 30, 2027, establish and implement a formal annual communication and outreach system with all member high schools designed to increase awareness and understanding of Tech Campus programs among administrators, counselors, students, and families.

Success Metrics

- 100% of member districts receive updated Tech Campus program, enrollment, and promotional information for distribution to counselors, students, and families.
- At least 90% of member districts participate in Tech Campus outreach efforts through one or more methods, which may include counselor meetings, administrator briefings, school visits, student presentations, career fairs, parent events, virtual sessions, digital communications, or other mutually agreed-upon outreach activities.
- Obtain feedback from participating districts (counselors and/or administrators), with at least an 80% feedback participation rate among districts. At least 80% of respondents indicate that Tech Campus communications and outreach increased their awareness and understanding of available programs and opportunities.