



STRATEGIC PLAN

July 23, 2013

Executive Summary

This document is a strategic plan created by the Career Education Associates of North Central Illinois member districts of Belvidere-District 100, Byron-District 226, Harlem-District 122, Hononegah-District 207, Meridian-District 223, North Boone-District 200, Oregon-District 220, Rockford-District 205, South Beloit-District 320, Winnebago-District 323, Rock Valley College and the Boone-Winnebago Regional Office of Education to serve as a long-term guide for the CEANCI organization. It involves major initiatives in five areas: regional programming, curriculum alignment and relevancy, partnership engagement, fiscal responsibility, and internal and external communication with stakeholders.

Decisions made by the CEANCI will be grounded in the Mission, Core Values and Vision devised in the strategic planning process. This strategic plan is intended to support the CEANCI's continued efforts toward the **Vision** that

All CEANCI students will have access to high quality programming that leads to industry certifications or post-secondary opportunities.

CEANCI Mission

CEANCI's mission is to prepare and invest in all students for career and college through partnerships that build innovative regional opportunities.

CEANCI Core Values

CEANCI is committed to four beliefs:

- 1) *Providing equitable access to relevant programming for all students.*
- 2) *Balancing district and CEANCI priorities that align to current and projected regional needs.*
- 3) *Practicing fiscal responsibility in order to maximize efficient distribution of resources.*
- 4) *Developing and sustaining respectful relationships within the partnerships among all stakeholder groups.*



STRATEGIC PLAN GOALS

The objectives for the CEANCI are stated in five goals that form the structure of this strategic plan.

GOAL 1: *The CEANCI will assess distribution of programs and develop a CEANCI Regional Site Plan that meets the needs of member districts.*

GOAL 2: *The CEANCI will establish curriculum that aligns to current industry needs and prepares students for college and careers.*

GOAL 3: *The CEANCI will develop partnerships that engage all stakeholders including member districts, employers, higher education and communities.*

GOAL 4: *The CEANCI will develop a funding plan that will address current and future programming needs and will aggressively pursue new funding sources.*

GOAL 5: *The CEANCI will communicate and promote program options, benefits, and rewards to students, families, educators, employers and community.*

STRATEGY & IMPLEMENTATION

The five goals which provide the structure for the strategic plan will be accomplished utilizing the following tactics:

GOAL 1: The CEANCI will assess distribution of programs and develop a CEANCI Regional Site Plan that meets the needs of member districts.

Tactic 1: Evaluate current regional programs based on enrollment, certifications, and progression to college and career placement (August 12, 2013).

Tactic 2: Conduct a district-based needs assessment (August 12, 2013).

Tactic 3: Create a Regional Site Plan (September 1, 2013).



GOAL 2: CEANCI will establish curriculum that aligns to current industry needs and prepares students for college and careers.

Tactic 1: Establish a plan for curriculum review including order of program review with the CEANCI curriculum review committee.

Tactic 2: Implement Curriculum Review Plan to establish a common curriculum which includes Common Core, career education and industry standards in increments of 5 Programs of Study per year.

Tactic 3: Analyze timeliness of program sequence offerings as it relates to on and off ramps to post-secondary opportunities.

Tactic 4: Enroll students in post-secondary, Advance Now, that leads to industry credentials.

Tactic 5: Establish an Intergovernmental Agreement between CEANCI and RVC for the purpose of addressing dual and articulated credit.

GOAL 3: CEANCI will develop partnerships that engage all stakeholders including member districts and communities, employers, and higher education.

Tactic 1: A CEANCI employee will be designated to organize and facilitate informational sessions and form advisory committees.

Tactic 2: Informational sessions will be offered for the purpose to inform and engage key community and business partners.

Tactic 3: An advisory committee that represents all stakeholders will be created for each Program of Study.

GOAL 4: CEANCI will develop a funding plan that will address current and future programming needs and will aggressively pursue new revenue sources.

Tactic 1: A five year resource allocation plan will be developed.

Tactic 2: A five year resource generation plan will be developed targeting grant opportunities and leveraging employer partnerships.



GOAL 5: CEANCI will communicate and promote program options, benefits, and rewards to students, families, educators, employers and community.

Tactic 1: Develop an annual communication and registration plan for internal stakeholders.

Tactic 2: Develop and revise an annual communication plan for external stakeholders.

Tactic 3: Develop a targeted, multi-level marketing plan.