

2020-2025

Lake County  
**TECH**Campus

# **STRATEGIC PLAN**

Dr. Sebastian Kapala, Executive Director

## PROCESS

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Beginning in the spring of 2019, the Lake County Area Vocational System (LCAVS) Board of Control and the Lake County Tech Campus (LCTC) administrative team agreed that the time had arrived for a new long-range strategic plan to be developed. The LCAVS Board of Control participated in a strategic planning study. In this study session, the LCAVS Board members and LCTC administrators identified strengths and areas for improvement within the organization. The effort continued as the group identified four major areas of focus which would become the basis for our five-year strategic plan.

The strategic areas of focus included:

1. Programming, Technology & Curriculum
2. Marketing & Recruiting
3. Business & Industry
4. Finance & Facilities

With these clear goals in mind, sub-committees were formed to brainstorm strategies and actions to address these areas of focus. Participation on these sub-committees included administrators, staff, and key community leaders and business partners. Starting in the fall of 2019, the sub-committees met several times to forge and refine strategies and action plans. A heavy emphasis was placed on accountability and a clear timeline for each strategic area. After honest discussion, open debate, and consensus building among a broad range of participants, these proposals were ready for final approval in February 2020.

The plan provides a framework for systemic change throughout the organization to improve student achievement and successfully implement the vision and mission of LCAVS and the LCTC. The plan will charter a broad range of initiatives which are designed to provide students with a valuable and successful education experience. An annual review of performance on each goal will be presented at a public meeting of the LCAVS Board of Control.

The plan is available for viewing to all members of the community via the LCTC web site at [www.techcampus.org](http://www.techcampus.org). We encourage continual feedback and make a commitment to express the community's thoughts in an ongoing manner.

The Lake County Tech Campus, Lake County Area Vocational System and its Board of Control would like to thank everyone who participated in this process. The quality of life in the Lake County region relies on our ability to shape our future through our youth.

# LAKE COUNTY TECH CAMPUS

## OUR VISION

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All students attending the Lake County Tech Campus will be prepared to successfully transition to post-secondary education and careers.

## OUR MISSION

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We are a “School of Opportunity” that encourages a passion for learning and provides excellence in teaching and technology in partnerships with our community members.

## VALUES/ BELIEFS

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To develop human resources so that every individual has the opportunity to develop and utilize his or her optimum capacities. To be responsible to the talents and skills required by business and industry, to be flexible and expedient to the needs of students and stakeholders, to develop faculty and staff to their fullest capacity while focusing on the future, and to practice good citizenship in our communities we serve.

## ACCEPTANCE OF THE BOARD OF EDUCATION

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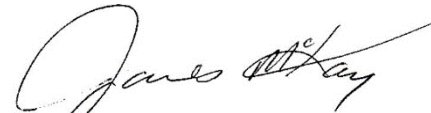
We look forward to the Director and staff accomplishing our vision for the Lake County Tech Campus over the next five years. We realize that this plan is a work in progress and as implemented will affect the entire community. We appreciate receiving periodic reports on actions taken and targets met. The continued efforts of the Director and his staff are appreciated as we join in partnership to educate all students for life-long success.

In an effort to assist Lake County Tech Campus with becoming one of the premiere educational systems in the nation, the Board of Control hereby adopts this Strategic Plan as presented this 20th day of February, 2020.



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Dr. Sebastian Kapala  
LCTC Executive Director



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Dr. Jim McKay  
LCAVS Board President

# THOSE WHO PARTICIPATED

## PROGRAMMING/TECHNOLOGY/CURRICULUM

### Committee Co-Chairs:

Derrick Burress	Principal	Lake County Tech Campus
Laura Emmerling	Dean of Student Services	Lake County Tech Campus

### Committee Members:

Mikayla Artrip-Borsic	Early Education & Teaching Student	Grayslake Central High School
Kassidee Beasley	Certified Nurse Assisting Student	Johnsburg High School
Alex Escareno	Professional Development Coordinator	Lake County Tech Campus
Karalynn Garbutt	Early Education & Teaching Instructor	Lake County Tech Campus
Evert Gerritsen	EMS Coordinator	Northwestern Medicine North Region
Terry Kass	Cosmetology Instructor	Lake County Tech Campus
Dawn Kovarik	Certified Nurse Assisting Instructor	Lake County Tech Campus
Marshall Ruetz	CTE & Tech Campus Coordinator	Waukegan High School District 60
Cecelia Favela	Early Education & Teaching Student	Grant High School
Sarah Stashkiw	Manager-College Readiness, Dual Credit and Jump Start	College of Lake County
Mikkel Storaasli	Superintendent	Grayslake Community High School District 127
Michael Swanson	Technology Systems Manager	Lake County Tech Campus
Eric Taubery	Divisional Administrator	Grant High School

# THOSE WHO PARTICIPATED

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## MARKETING/RECRUITING

### Committee Co-Chairs:

Danielle Friedlieb	Associate Principal	Lake County Tech Campus
Mckenna Paulus	Marketing & Special Projects Coordinator	Lake County Tech Campus

### Committee Members:

Briseida Flores	Early Education & Teaching Student	Alden-Hebron High School
Allison Fowler	Marketing Manager	College of Lake County
Katarzyna Knoke	Biomedical Science Instructor	Lake County Tech Campus
Natalia Lusinski	Biomedical Sciences Student	Mundelein High School
Olivia Lyjak	Cosmetology Student	Warren Township High School
Colleen Newton	Career Counselor	Zion-Benton Township High School
Jennifer Porreca	Early Education & Teaching Instructor	Lake County Tech Campus
Latanya Robinson	Cosmetology Instructor	Lake County Tech Campus
James Sullivan	Assistant Principal-Enrichment & Engagement	Lake Forest High School
Randy White	CEO/Co-Founder	Career Tech Media

# THOSE WHO PARTICIPATED

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## BUSINESS & INDUSTRY

### Committee Co-Chairs:

Derrick Burress	Principal	Lake County Tech Campus
Danielle Friedlieb	Associate Principal	Lake County Tech Campus

### Committee Members:

Nicole Bacarella	Early Education & Teaching Instructor	Lake County Tech Campus
Kevin Considine	President & CEO	Lake County Partners
Chris McAteer	Welding Instructor	Lake County Tech Campus
Ali O'Brien	Assistant Vice President for Educational Affairs	College of Lake County
Jennifer Serrino	Director	Lake County Workforce Development
Gina Schuyler	CTE Department Chair	Grayslake Community High School District 127
Kimberly Wimer	Human Resources Manager	Laser Precision

# THOSE WHO PARTICIPATED

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## FINANCE/FACILITIES

### Committee Chair:

Joanne Hughes                  Business Manager/CSBO                  Lake County Tech Campus

### Committee Members:

Pat Argougelis	Director of Auxillary Services	College of Lake County
Ken Ellefson	Director of Technology	Lake County Tech Campus
Charisse Fugate	Medical Assisting Instructor	Lake County Tech Campus
Denise Levendoski	Shared Services Business Manager/Treasurer/CSBO	Richmond Burton Community High School District 157
David Marks	Cosmetology Instructor	Lake County Tech Campus
Brad Meister	Deputy Sheriff-SRO	Lake County Sheriff Office
Renee Metzgar	Assistant Bookkeeper	Lake County Tech Campus
Celina Rodriguez	Business Office Coordinator	Lake County Tech Campus
Bill Stefani	Director of Building and Grounds	Lake County Tech Campus
Mike Welch	Director of Facilities	College of Lake County
Matthew Wilkinson	Business Manager/CSBO	Zion-Benton Township High School
Michael Zelek	Associate Superintendent/CSBO	Grayslake Community High School District 127



Strategic Area: Programming/Technology/Curriculum

Goal Statement: Expand equitable curriculum and instructional best practices that address the development of the whole student.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Curriculum</b>	Continue to familiarize Tech Campus stakeholders (students, parents, counselors, educators, etc...) with certifications, dual credits and programming of the Tech Campus	Principal Team, Marketing Coordinator	2020-2025	Documentation of meetings with stakeholders	Increased understanding and awareness of CTE opportunities available to all students
	Align program assessments to industry and state exams to ensure validity and reliability	Professional Development Coordinator	2020-2025	Assessment documents and student success rates	Assessments aligned with industrial standards
	Investigate standards-based grading while continuing to broaden curriculum mapping	Principal Team	2020-2025	Updated curriculum mapping	Enriched curriculum mapping with potential incorporation of standards based grading
	Provide all Tech Campus students the opportunity to have a workplace experience	Principal Team	2020-2025	PowerSchool reporting	Improved ESSA outcomes
	Strengthen the professional development path for industry-specific instructors to continue to grow as effective classroom educators	Principal Team and Professional Development Coordinator	2020-2025	Professional development agendas and surveys	Increased student success

Strategic Area: Programming/Technology/Curriculum

Goal Statement: Use global data to create school-wide programming that will equip students with the skills to meet the changing needs of their communities, state, nation, and country.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Programming</b>	Advocate for service-oriented projects in Lake County Tech Campus programming	Lake County Tech Campus Principal Team	2020-2025	Lesson plans	Increased student awareness of their community
	Identify workforce needs of the community, region, state, and nation	Lake County Tech Campus Principal Team	2020-2025	Perkins V Reporting	Updated or new program areas
	Investigate summer, satellite, early bird, and interdisciplinary opportunities	Lake County Tech Campus Principal Team	2020-2025	Needs assessment survey	New educational opportunities
	Amplify opportunities for instructors to build their industry specific knowledge	Lake County Tech Campus Principal Team	2020-2025	Advisory Committee Minutes	Workforce ready programs

Strategic Area: Programming/Technology/Curriculum

Goal Statement: Equip students and teachers with access to the most relevant technology in order to interact confidently with those technologies.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Technology</b>	Work with member schools to integrate technology resources and provide equitable access to all students	Lake County Tech Campus Principal Team and Technology Team	2020-2025	Technology usage report	Equitable access for all
	Research shareable collection system for all components of ESSA	Lake County Tech Campus Principal Team and Technology Team	2020-2025	Technology needs assessment	Increased number of students meeting ESSA goals
	Recognize and implement the needs of programs through industrial and educational technology	Lake County Tech Campus Principal Team	2020-2025	Annual program reviews	Current programmatic and educational technology throughout the building
	Refine the development of e-Learning and blended learning opportunities and an effective delivery system	Lake County Tech Campus Principal Team and Technology Team	2020-2025	Student and staff surveys, lesson plans and assessment data	Effective e-Learning opportunities

Strategic Area: Programming/Technology/Curriculum

Goal Statement: Create a learning environment with expanded opportunities that allow students to learn and practice the skills necessary to be college and career ready.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Career and College Readiness</b>	Investigate new industry credentials and certifications	Lake County Tech Campus Principal Team	2020-2025	Industry certification list	Increased number of industry certifications
	Work with businesses and students to build 21st Century Skills that will transfer into the work environment	Lake County Tech Campus Principal Team	2020-2025	Lesson plans and business and industry feedback	Implementation into each program area
	Expand dual/articulated credit opportunities	Lake County Tech Campus Principal Team	2020-2025	Revised curriculum that meets the dual/articulated credit standards	Enhanced dual/articulated credited courses
	Create a process that measures student's ability to be career and/or college ready	Lake County Tech Campus Principal Team and Technology Team	2020-2025	Achievement of dual/articulated credit and/or completion of a work based experience	Career and college readiness

Strategic Area: Marketing & Recruiting

Goal Statement: Continue to maintain and improve a presence in Lake County that enables our students to take a successful next step after high school.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Community Engagement</b>	Strengthen partnerships throughout the Lake County area	Lake County Tech Campus Principal Team and Marketing Coordinator	2020-2025	Lake County Tech Campus internal and external event participation	Increased Community Participation in the Lake County Tech Campus
	Expand relationships with member school counselors	Lake County Tech Campus Principal Team and Marketing Coordinator	2020-2025	Counselor participation in Lake County Tech Campus events	Increased student awareness of Lake County Tech Campus and our offerings
	Identify opportunities for staff, students and community members from member schools to engage with Lake County Tech Campus	Lake County Tech Campus Marketing Coordinator	2020-2025	Lake County Tech Campus internal and external event participation	Increased member school involvement in Lake County Tech Campus activities
	Target marketing approaches to include diverse communities	Lake County Tech Campus Marketing Coordinator	2020-2025	Diverse marketing materials to promote in specific communities around Lake County	Increased awareness throughout community

Strategic Area: Marketing & Recruiting

Goal Statement: Create and execute an effective marketing plan with targeted efforts and presentations in all Lake County communities.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Increase Awareness</b>	Strengthen Marketing Plan with specific timelines and goals	Lake County Tech Campus Marketing Coordinator	2020-2025	Calendar with timely content ideas that target specific programs to showcase to the community	Increased awareness throughout the community
	Identify events to sponsor in targeted communities around Lake County	Lake County Tech Campus Marketing Coordinator	2020-2025	Sponsor events around Lake County	Increased Lake County Tech Campus awareness
	Analyze the surrounding communities and their interest in certain programs	Lake County Tech Campus Marketing Coordinator	2020-2025	Compile data via Analytical software	Increased awareness of popular programs in specific communities
	Develop recruiting and retention plan with strategies and tools each summer	Lake County Tech Campus Marketing Coordinator	2020-2025	Recruiting and Retention Plan	More opportunities for students to learn about Lake County Tech Campus

Strategic Area: Business and Industry

Goal Statement: Foster and cultivate partnerships within the local business and industry community in order to create an environment that focuses on real-world application of skills and lessons learned in the class.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Partnerships</b>	Align pathways through businesses, post-secondary institutions and Lake County Tech Campus	Lake County Tech Campus Principal Team and Marketing Plan	2020-2025	Program Review documents, meeting minutes from Advisory Board and quarterly post-secondary meeting minutes	Increased awareness of pathways from Tech Campus to post-secondary and workforce
	Expand business and industry engagement with Lake County Tech Campus	Lake County Tech Campus Principal Team	2020-2025	Advisory Board committee meeting minutes	Increase workplace opportunities
	Analyze and create opportunities (internships, site visits, job shadows, etc...) based on student geographic need	Lake County Tech Campus Principal Team	2020-2025	Advisory Board committee meeting minutes	Expand workplace opportunities throughout the Lake County area

Strategic Area: Business and Industry

Goal Statement: Actively prepare students for the next steps in their career path by facilitating experiences that add to their knowledge and focus on technical and employment-readiness skills.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Work-based Experiences</b>	Increase school wide 21st Century Skills training	Lake County Tech Campus Principal Team	2020-2025	Program Review documents	Positive employer feedback and increase workplace opportunities
	Prepare Lake County area business and industry for integration of students into their workforce	Lake County Tech Campus Principal Team	2020-2025	Advisory board committee meeting minutes	Increase workplace opportunities
	Broaden student opportunities for job shadows, internships and direct hires	Lake County Tech Campus Principal Team	2020-2025	Data collection through student data management system	Increase workplace opportunities



Strategic Area: Finance/Facilities

Goal Statement: Develop and sustain state-of-the-art facilities that mirror business and industry that promote a positive and fully utilized safe learning and working environment.

Key Area	Action	Action Manager	Timeline	Measures	Results
<b>Facilities</b>	Implement safety measures, practices and facility updates in coordination with Lake County Tech Campus Safety Committee and national, state, and local law enforcement guidelines	Lake County Tech Campus Principal Team	2020 -2025	Safety Committee agendas and local emergency providers feedback	Crisis Plan reflective of current safety standards
	Continue the implementation of the 2018-2026 Capital and Building Improvement Plan	Lake County Tech Campus Business Manager	2020 -2025	Capital and Building Improvement Plan	Facility improvements
	Investigate equipment for utility and IT functions utilized in critical situations	Lake County Tech Campus Executive Director and Business Manager	2020 -2025	Needs assessment of critical utility and IT functions	Expanded run-time of critical utility and IT functions in critical situations
	Perform a facility utilization study to investigate use of shared facilities	Lake County Tech Campus Business Manager	2020-2021	Facility utilization study	Current and future facility needs are utilized in an efficient way
	Assess the utility infrastructure to meet future Lake County Tech Campus needs	Lake County Tech Campus Business Manager	2020 -2025	Utility infrastructure assessment	Learning environments that meet industry needs
	Conduct a Sustainability Study	Lake County Tech Campus Business Manager	2020-2021	Sustainability Study	Efficient use of resources

Strategic Area: Finance/Facilities

Goal Statement: Maintain a fiscally responsible environment to member high schools and stakeholders that provide the resources to prepare students to transition to post-secondary education and careers.

Key Area	Action	Action Manager	Timeline	Measures	Results
Finance	Provide a balanced budget and fund balance to facilitate the 2018-2026 Capital and Building Improvement Plan	Lake County Tech Campus Business Manager	2020-2025	Balanced budget document	Balanced budget
	Create opportunities for outside entities to lease/rent spaces for industry and non-industry specific purposes	Lake County Tech Campus Leadership Team	2020-2025	Updated lease/rental agreement, and updated Marketing Plan to incorporate lease/rental opportunities	Increased revenue
	Enhance opportunities for business and stakeholder partnerships to invest in educational initiatives	Lake County Tech Campus Leadership Team	2020-2025	Business and stakeholder donations	Increased revenue
	Broaden shared services and intergovernmental agreements with local agencies to enhance educational initiatives and fiscal measures	Lake County Tech Campus Leadership Team	2020 -2025	Continued and additional agreements	Documentable savings
	Incorporate cost savings measures based on the Facility Utilization Study and Sustainability Study	Lake County Tech Campus Business Manager	2020-2025	Study implementation and utilization	Completed studies
	Grow program specific services to the community while providing students real-life work experiences	Lake County Tech Campus Leadership Team	2020-2025	Data on number of stakeholders utilizing the Program Services	Students gain the experience of in-house internships and job shadows