OUR MISSION
Educating people for success in the workplace.

OUR VALUES
We earn Trust by modeling these values:

» Communication and Collaboration
We maintain open, honest, two-way communication among ourselves and with our stakeholders. We recognize that success depends on effective collaboration and strong partner relationships.

» Diversity and Respect
We honor differing backgrounds, cultures, and viewpoints. We accept our responsibility to act with integrity and treat each person with courtesy, fairness, compassion, and respect.

» High Expectations and Accountability
We are student centered, industry-focused, and performance-driven. We set high standards and hold ourselves and each other accountable to uphold the district’s mission and maintaining those standards.

» Innovation and Flexibility
We champion creative thinking and informed risk-taking in seizing opportunities and solving problems. We seek organizational agility and responsiveness in navigating a constantly changing environment.

» Service and Stewardship
We are committed to socially responsible service that adds value for our customers and our communities. We embrace our responsibility as stewards of the organization’s and society’s resources.

OUR VISION
To be the region’s leader of career and technical education, resulting in a quality job for every Tulsa Tech student and a skilled workforce for every company.
Success Measures
Tulsa Tech will reach our Vision by focusing our efforts on these 4 core areas:

» Enrollment
» Experience
» Efficiency
» Economic Impact

Strategic Initiatives

I. Increase Market Awareness and Understanding
II. Improve Student Access and Success
III. Enhance Instructional Effectiveness
IV. Strengthen Partner Relationships
V. Enhance Organizational Effectiveness
VI. Enrich Human Capital Development and Experience

INITIATIVE 1

Increase Market Awareness and Understanding

Tulsa Tech’s success depends on an enhanced public appreciation for our mission and strategic goals. We will be the students’ choice and the preferred provider for business and industry only if we improve our communications. We will increase marketing efforts designed to create a greater awareness in the region that we offer the highest quality of affordable technical training. We will design and place targeted marketing messages that focus on specific training programs that prepare both high school and adult students for high skill and high wage jobs. Additionally, we will create messaging and tools to improve student retention. Special attention will be given to identifying ways to inform elementary, middle and mid-high school students, teachers, and parents about technical careers and educational opportunities. We will also implement orientation sessions for new and continuing employees to ensure that all Tulsa Tech personnel are well-equipped to converse knowledgeably about our mission and offerings.
INITIATIVE 2

Improve Student Access and Success

Tulsa Tech aims to be both the students’ choice and the preferred provider for business and industry. Achieving this goal requires that we improve access and success by removing obstacles to awareness, access, enrollment, progression, retention, completion and placement. Only by making high-quality, affordable technical education available to more students can we fulfill our mission and demonstrate responsible stewardship of our resources. Facilitating student access and success requires that we communicate and collaborate strategically with our school district and business partners. Innovative and effective awareness, recruitment, advisement and enrollment strategies will not only increase the number of students we serve, but also better ensure successful placement outcomes. In particular, we will identify ways to more effectively open doors to a diverse student body as well as strengthen partnerships leading to increased student opportunities such as mentoring, internships and jobs.

INITIATIVE 3

Enhance Instructional Effectiveness

Tulsa Tech’s primary customers are regional businesses and industries. We will maintain an array of educational programs that meet changing workforce needs and, by doing so, solidify our position as a reliable provider of highly skilled workers and customized training to meet employer’s specific needs. In this way, Tulsa Tech will be a valued contributor to the region’s economic prosperity. The process for developing new programs and for evaluating the sustainability of existing programs will directly benefit from strategic intelligence gathered from our business and industry partners. Internal communication channels will be designed to ensure the sharing of vital intelligence by the instructional services and business and industry services divisions.

INITIATIVE 4

Strengthen Partner Relationships

Tulsa Tech operates in multiple networks, each with overlapping interests. We function as the hub of a complex regional educational network that links with 14 partner school districts and higher education institutions, while operating as an exemplary member of the state’s Career Tech system. Our role in promoting regional economic prosperity demands that we take actions to sustain strong relationships with our educational partners and with the region’s business and industry. We will enlist leaders of school districts and higher education institutions and representatives from business, philanthropic, and community organizations in joint planning efforts that maximize articulation and minimize duplication for comprehensive planning of career and technical education for the Tulsa region. We will also work closely with the leadership of the Oklahoma Department of Career and Technology Education to align our planning with the department’s strategic priorities, so as to model best practices for our state and national peer institutions.
INITIATIVE 5

Enhance Organizational Effectiveness

Tulsa Tech is focused on ensuring the highest standards of internal and external customer service through efficient delivery systems and processes. We will take steps to ensure that we deploy resources and align our practices in support of our mission and core values in a manner that adds the greatest value to our customers and stakeholders. We will continue to emphasize exemplary customer service and operational efficiency in pursuit of continuous improvement. In the spirit of “Form Following Strategy,” we will align our organizational and management structures to support execution of the strategies we pursue.

INITIATIVE 6

Enrich Human Capital Development and Experience

Tulsa Tech is focused on jobs not only by addressing the skills gap and promoting regional economic growth, but also by ensuring the highest standards of internal customer service through organizational and professional development. In this region, talented individuals who seek a career in education will find Tulsa Tech to be the educational employer of choice. We will take steps to ensure that we deploy resources and align our practices in support of our mission and core values, especially those directed toward communicating honestly and effectively in addition to holding ourselves accountable. We will continue to emphasize exemplary customer service and operational efficiency in pursuit of continuous improvement. Furthermore, we will provide opportunities and incentives to sustain our excellent workforce.