

**Southeast Tech**  
FY20 Strategic Plan Update Report  
**EXECUTIVE SUMMARY**

**Purpose:**

To provide the School Board with an annual overview of Southeast Tech's progress toward the implementation of the college's Strategic Plan.

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Southeast Tech has completed four years of its Strategic Plan, which was approved in November 2016 and is scheduled for completion by June 2022. The Strategic Plan includes specific measures with target levels of achievement in order for the college to effectively gauge its progress toward successful completion.

This report will provide a review of the current progress made in each of the four pillar areas.

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**Administrative Recommendation to School Board:**

Acknowledge the FY20 Strategic Plan Update Report and approve the continuation of the Strategic Plan and the institutional mission statement through FY21.



**SOUTHEAST**  
Technical College

# Southeast Tech Strategic Plan Board Update FY20

# Student Success/Retention

1.2.2 page 20

## Strategic Plan 1.2.2 Current Targets and Results

Pillar Target Areas	Initial	Results/Future Targets			
		FY17	FY18	FY19	FY20
Increase and Maintain Fall-to-Fall Retention at 70%+ by FY22	65.7%	R: 69.3% T: 70%	R: 70.6% T: 70%	R: 66.1% T: 70%	T: 70%
Increase AAS/Diploma/Certificate Awards by 50% by FY22 (1332)	888	R: 916 T: 962	R: 931 T: 1036	R: 933 T: 1110	T: 1184

R: Result T: Target

- FY20 Retention Rate Preliminary: 72%
  - 6% Above FY16 Initial
- Concern FY21 year: Potential COVID impact?

# State-of-the-art facilities and technology

1.3.3 page 34

- Facility Improvements:
  - Wood Center Addition Nearing Completion (Vet Tech)
  - Dental Assisting Remodel Completed
  - TC Parking Lot Completed
  - Terry Avenue Expansion Nearing Completion
- Technology Improvements:
  - Course Syllabi Software Implemented
  - Crisis Go App Implemented
  - Microsoft Teams Software Use Expanded

# Leverage partnerships

2.1 page 36

## Strategic Plan 2.1 Current Targets and Results

Pillar Target Areas	Results/Future Targets				
	Initial	FY17	FY18	FY19	FY20
Increase total fall student enrollments by 30% in FY22.	2196	R: 2162 T: 2306	R: 2301 T: 2416	R: 2268 T: 2526	R: 2456 T: 2636
Increase by +3% Per Year Brand New Students to Southeast (degree and non-degree)	905	R: 919 T: 929	R: 1012 T: 953	R: 952 T: 977	R: 1201 T: 1001
Increase to 1225 Students Beginning Programs at Southeast by FY22	1102	R: 1030 T: 1123	R: 1121 T: 1143	R: 1082 T: 1164	R: 1180 T: 1184

- FY20 Enrollments Up 8.3% (FY21: Steady at 2426)
- FY20 Enrollments Up 11.8% from FY16 Initial
- FY20 New to Southeast Tech Students Over 1200 – 200 Above Target
- FY20 New Program Students Only 4 Below Target

# Leverage high school teachers and counselors

2.1.2 page 40

## Strategic Plan 2.1.2 Current Targets and Results

Pillar Target Areas	Results/Future Targets				
	Initial	FY17	FY18	FY19	FY20
Dual Credit Students (Duplicated)	398	373	423	361	605
Dual Credits	1820	1716	1788	1391	2651
Concurrent Students (Duplicated)	0	2	38	29	23
Concurrent Credits	0	8	131	97	81

\* No Target Set

- FY 20 Dual Credit Students Jumped 67.6%
- Credits Nearly Doubled
- Concurrent Remained Steady

# Company relationships

3.1.1 page 52

## Strategic Plan 3.1.1 Current Targets and Results

Pillar Target Areas	Initial	Results/Future Targets			
		FY17	FY18	FY19	FY20
Hold Forums -Key Partner Communication (8 by FY21 - 2/yr)	0	5	10	12	16
Increase Career Connections Company Members to 2500 by FY22	1024	R: 1994 T: 1996	R: 2616 T: 2122	R: 2814 T: 2248	R: 3202 T:2374
Increase Career Connections Individual Members by FY22	1522	R: 2219 T: 2217	R: 2423 T: 2374	R: 3083 T: 2531	R: 3309 T: 2688
Increase Career Connections Student Members to 2000 by FY22	112	R: 1271 T: 1271	R: 1459 T: 1417	R: 2050 T: 1563	R: 2394 T: 1709
Increase Career Connections Current Jobs to 600 by FY22	194	R: 548 T: 561	R: 563 T: 561	R: 651 T: 571	R: 514* T: 581

R: Result T: Target

\*Job postings were at 800 in early March prior to COVID-19 crisis.

- Career Connections Company Members Up 13.8%
- Student Members Up 16.8%
- Job Postings Down – 800 in March, Ended at 514 (COVID)

# Optimal catalog of programs

3.2.2 page 60

## Strategic Plan 3.2.2 Current Targets and Results

Pillar Target Areas	Initial	Results/Future Targets			
		FY17	FY18	FY19	FY20
Increase AAS/Diploma/Certificate Options to 65 in FY22	51	R: 54* T: 54	R: 56** T: 56	R: 61+ T: 59	R: 67# T: 61

R: Result T: Target

- FY20 Graduate Award Options - 6 Over Target
- Total Options Now 31% Above FY16 Initial.
- New FY20 Programs:
  - Medical Assistant
  - AgBusiness Option
  - Six Certificates (IT certificates and Tower Technician I and II)
- Removed Landscape Design and Electronics

# Gateway services

3.2.4 page 65

## Strategic Plan 3.2.4 Current Targets and Results

Pillar Target Areas	Initial	Results/Future Targets			
		FY17	FY18	FY19	FY20
Increase non-white enrollment by 50% in FY22	300	R: 264 T: 316	R: 251 T: 341	R: 299 T: 366	R: 403 T: 391
Reach 68% Fall-to-Fall Retention Rate for Non-White Students	64.3%	65.1%	66.2%	57.3%	T: 68%

\*\* Development Stage

R: Result T: Target

- Minority Enrollment Reached Target in FY20
- Minority Retention Fell Below 60% in FY19 – New FY20 Number Expected to be Around 63%

# Maximize Foundation Impact

4.2.1 page 74

## Strategic Plan 4.2.1 Current Targets and Results

Pillar Target Areas	Results/Future Targets				
	Initial	FY17	FY18	FY19	FY20
Increase the number of Sponsor-A-Scholar recipients.	NA	12	R: 23 T: 24	R: 69 T: 46	R: 145

\*No targets set - waiting for Build Dakota future determination

R: Result T: Target

- FY20 Sponsor-A-Scholar Recipients Rose by 110%

# Capital Campaign

4.3.1 page 78

## Strategic Plan 4.3.1 Current Targets and Results

Pillar Target Areas	Results/Future Targets				
	Initial	FY17	FY18	FY19	FY20
Grow Capital Campaign to \$6.2 mil by FY22	NA	*	**	\$3.2 mil	\$8.8 mil

\* Plan Development

\*\* Silent Campaign

+ No Target Set

- Foundation Board amended the Capital Campaign to include Build Dakota funding, sponsorships, and in-kind contributions (via received contributions and pledges).

<https://www.southeasttech.edu/resources/docs/foundation/foundation-annual-report-19-20.pdf>

# New Name/Same Mission

- New Name/Same Mission
  - Southeast Technical College Name Change – July 1, 2020
  - Mission: To educate individuals for dynamic and rewarding careers that promote lifetime success and meet the workforce needs of our region.

QUESTIONS?

## Request that the Board:

- Acknowledge the Strategic Plan FY20 Update Report
- Approve the Strategic Plan Continuation for FY21
- Approve the Continuation of the Mission for FY21



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