



STRATEGIC PLAN 2024-2029



OKLAHOMA
CareerTech



Since becoming an independent agency in 1968, **Oklahoma CareerTech** has built a reputation for pursuing innovative ideas that break from tradition and the accepted paradigm. By thinking outside the box, Oklahoma CareerTech has been able to reach more students with customized training developed in tandem with Oklahoma businesses.

This pioneering spirit continues today, as **CareerTech** invests in emerging technologies and new learning methods to provide an education for our times.



EXECUTIVE SUMMARY



VISION

Securing Oklahoma's future by developing a world-class workforce.

MISSION

Preparing Oklahomans to succeed in the workplace, in education and in life.

GOALS

- » Education attainment
- » Career awareness and planning
- » Business/education partnerships
- » Agency operations and field support

VALUES

- We believe in...
- » High-quality educational experiences
 - » Data-informed decisions
 - » Service to our customers and stakeholders
 - » Innovation, flexibility and accountability
 - » Equal access for Oklahomans

The Oklahoma Department of Career and Technology Education is focused on developing a world-class workforce

through education experiences offered by a network of PK-12 school districts, technology center districts, skills center sites and adult education and family literacy providers.

CareerTech's goal is to improve Oklahoma's economy by providing individuals with training and skills necessary to succeed in the workplace and providing companies the workforce they need to compete globally. To meet the state's workforce demands, CareerTech leverages business/education partnerships to enhance career awareness and increase educational attainment for all Oklahomans.

CareerTech's strategic plan highlights the critical need for workforce development and the available resources for filling the gap.



EDUCATIONAL ATTAINMENT

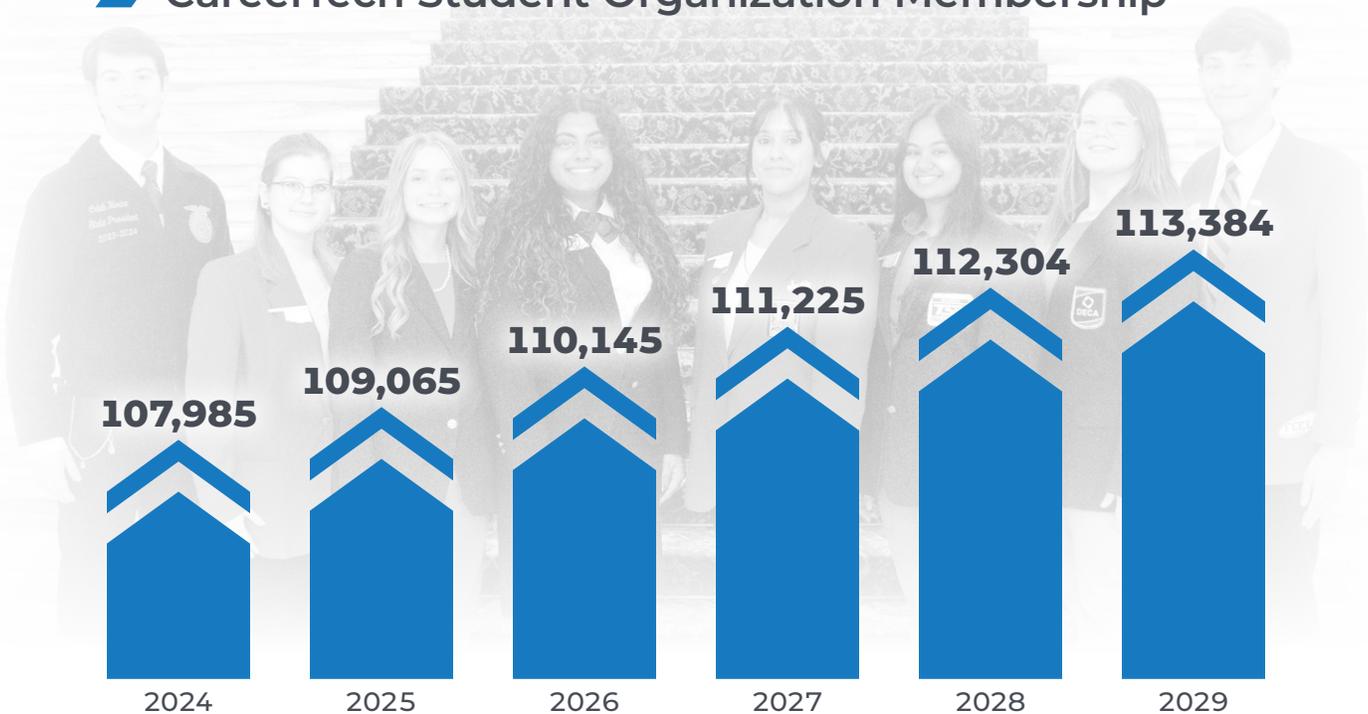
GOAL 1 » Provide Oklahomans with the skills and abilities needed to be successful in the workplace.

- 1.1** Increase total system enrollments by **15%** from 520,733 in 2024 to 598,843 in 2029
- 1.2** Increase earned industry endorsed credentials by **10%** from 21,899 in 2024 to 24,089 in 2029
- 1.3** Increase CareerTech Student Organization members by **5%** from 107,985 in 2024 to 113,384 in 2029

SECONDARY ENROLLMENTS

- 1.1** Increase PK–12 enrollments **10%** from 143,114 in 2024 to 157,425 in 2029
- 1.2** Increase full-time technology center program enrollments **25%** from 20,396 in 2024 to 25,495 in 2029

CareerTech Student Organization Membership





EDUCATIONAL ATTAINMENT

POSTSECONDARY ENROLLMENTS

- 1.1** Increase Workforce and Economic Development enrollments **10%** from 331,576 to 364,734 by 2029.
 - ✦ Industry specific enrollments from 278,938 to 306,832 by 2029
 - ✦ Adult and Career Development enrollments from 47,967 to 52,764 by 2029
- 1.2** Increase training for industry program enrollments to **7,400** by 2029
 - ✦ Training for Industry Program had 4,671 enrollments in FY24
- 1.3** Increase Skills Centers completers from 977 in 2024 to **1,400** by 2029
 - ✦ Increase Skills Centers full-time completion rate from 44% to 70% by 2029
 - ✦ Increase Skills Centers short-term completion rate from 84% to 90% by 2029
- 1.4** Increase Adult Education and Family Literacy enrollments **30%** from 11,015 in 2024 to 14,320 in 2029



BUSINESS/EDUCATION PARTNERSHIPS

GOAL 2 » Collaborate with employers and educational partners to expand economic development opportunities and improve educational experiences for students.

- 2.1** Increase unique businesses served by **10%** from 9,289 in 2024 to 10,218 in 2029
- 2.2** Increase internships to **250** participants between 2024 and 2029
- 2.3** Increase CareerTech Apprenticeships to **250** participants between 2024 and 2029
- 2.4** Increase Department of Labor Apprenticeships to **250** participants between 2024 and 2029



CAREER AWARENESS & PLANNING

GOAL 3 » Ensure Oklahomans have the knowledge, skills, tools, and resources to make informed career choices and plans to be better equipped to enter the workforce.

- 3.1** Increase annual active users of OKCareerGuide **10%** from 103,854 in 2024 to 114,239 by 2029
- 3.2** Increase student requests in Connect2Business by **40%** from 292 in 2024 to 409 in 2029
- 3.3** Increase businesses with student opportunities in Connect2Business by **40%** from 533 in 2024 to 746 in 2029



AGENCY OPERATIONS & FIELD SUPPORT

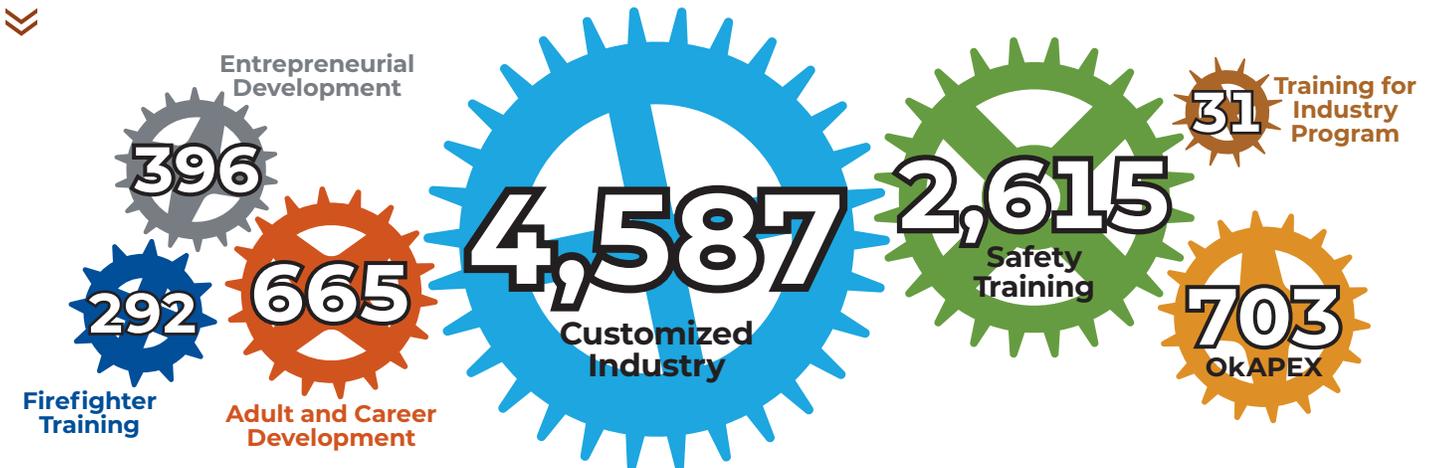
GOAL 4 » Provide leadership and services to delivery arm partners while ensuring agency operations and services effectively and efficiently meet internal and external customer needs.

- 4.1** Maintain cost efficiency by limiting administrative costs to **3%** of 2024–2029 budget
- 4.2** Continue to focus on recruitment and retention of quality employees by maintaining less than **10%** annual turnover

BUSINESSES SERVED

Total businesses served, duplicated in some categories

» **9,289**





CAREERTECH CHAMPIONS



LESLIE PLEMONS

» Mid-America
Technology Center

“For better or for worse, in heat and cold ...” Leslie Plemons and her husband, Lemmie, didn’t write that into their wedding vows, but the heat and air technicians may want to consider it if they ever renew them. The couple owns and operates Statewide Heating, Air Conditioning and Refrigeration LLC in Noble, and both are licensed HVACR technicians.

Lemmie Plemons is a third-generation technician who received formal training at Mid-America Technology Center in Wayne. He was in the business for several years while Leslie stayed home with their son. When their son turned 14, Leslie decided it was time to get back in the workforce and learn more about the technical side of the business. She chose the HVACR program at Moore Norman Technology Center.

Leslie said she uses skills she learned at Moore Norman every day: problem-solving, diagnosing a system, brazing and fabricating pieces of ductwork. The hands-on approach to training was a key to her success.

“My teacher, Danny Hogue, was awesome,” she said. “His curriculum takes everything in steps and allows you to work hands-on with the equipment. That is so important in this industry, to not just look at the book, but put what you’re learning to work so you can succeed in the field.”

Learning to do the job was the obvious first step but convincing herself she could do the job was equally important.

“I’ve gained confidence in myself and my ability to perform the job in a male-dominated industry,” she said.

Leslie’s certifications included OSHA 10 and EPA-universal, which indicates certification as a Type I, II and III technician.

“I would tell any employer that technology centers are great partners for the future workforce,” Leslie said. “CareerTech grads are equipped with the skills and attitude to get the job done.”



CLAYTON SMITH

» Eastern Oklahoma Co.
Technology Center

Although lots of kids grow up dreaming of rockets and spaceships, few see their dreams become reality. But a SpaceX engineer from Oklahoma said his childhood dream is now his career, thanks to a little nudge from CareerTech.

Clayton Smith said his high school physics teacher helped him bring his fascination with outer space down to earth. Smith enrolled in an introductory physics course as a Choctaw High School junior. His instructor, Edward Lord, was passionate about physics and passed that passion on to Smith, who planned to take a full-blown physics course the following year.

That’s when Lord announced he was leaving Choctaw to build a pre-engineering program at Eastern Oklahoma County Technology Center. Smith was college-bound but decided to attend EOC Tech his senior year. He said Lord’s pre-engineering courses helped him prepare for college.

“I worked through projects which required building machines and robots and creating things with the 3D printer,” he said. “And I was surrounded by peers who shared similar passions.”

Around that time, SpaceX was becoming a leader in space exploration, and Smith wanted to be part of that mission. Through CareerTech, he became familiar with the subjects and tools needed to reach his goal, including physics, math, problem-solving, technical drawing and computer-aided design.

“CareerTech provided a dedicated means to achieve more focused training and allowed me to pursue the things I was passionate about,” Smith said.

He continued pursuing that passion at the University of Oklahoma and graduated with a bachelor’s degree in mechanical engineering. Two years ago, he landed his dream job at SpaceX.

“I develop structures and mechanisms to launch and deploy the satellites,” he said.

So far, Smith has launched 139 satellites into space, but his career was launched here in Oklahoma.

POWERING OKLAHOMA'S ECONOMY



New chapter officers of CareerTech student organizations attend CTU, CareerTech Leadership University, at Sequoyah State Park in Hulbert, Oklahoma, in May 2024.



OKLAHOMA
CareerTech

» **Oklahoma Department of Career and Technology Education**
1500 West Seventh Avenue
Stillwater, OK 74074-4398

» **okcareertech.org**
» **405-377-2000**
» **800-522-5810**