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Engineering Technologies, Safety, and Construction Department
Strategic "ETSC Vision 2022"
Adopted for ETSC chair to execute the vision/plan by ETSC Department Vote on January 4, 2019

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We seek to keep the department strong (financially sustainable) and position it for the future to serve the new generation of students (GenZ).

1. **Modernize instructional equipment and facilities.**
    a. Assess current instructional equipment and identify areas needing modernization. Are we using 20th-century technology to teach 21st-century workforce? Complete and use equipment prioritization plan.
    b. Develop and implement a plan to secure the "learning factory."
    c. Identify and dispose of (surplus) old equipment deemed no longer usable, beyond repair, and/or unsafe.

2. **Align current program curriculum to teach the new generation, develop new programs using diverse modalities.**
    a. Revise curriculum, if needed to teach Gen Z.
    b. Explore areas of new programs in emerging academic areas closely associated with ETSC-related fields.
    c. Explore hybrid or online degree programs, minors, or certificates. Design and implement at least two hybrid or online degree programs.
    d. Explore the various options to relaunch the MS-ET program including critically assessing current market needs both domestic and international, modality, and curriculum.

3. **Increase and sustain the percentage of women faculty and students.**
    a. Develop, implement, and actively participate in ETSC's "women in industry" event.
    b. Redesign all marketing materials to share the success of our women faculty, students, and alumni.
    c. Explore and implement strategies and tactics to achieve the goals below.

Program/Department	Baseline year – 2017	Goal year - 2022
ETSC (overall)	8%	20%
CMGT	8%	15%
EET	8%	15%
IET	0%	15%
MET	9%	15%
RISM		25%
SHM	14%	25%
TE	15%	15%

4. **Implement and sustain a holistic marketing and recruitment plan that will help recruit and enroll students of different generations, especially Gen Z.**
    a. Redesign, launch, and maintain ETSC-related web pages.
    b. Redesign or develop, and distribute marketing materials such as program-specific videos, rack cards, slicks, and banners; and overall ETSC posters, presentation, viewbook, and videos.
    c. Develop and implement a plan for chair, program coordinators, faculty, and student clubs participation in on-and-off campus recruitment activities.
    d. Explore 21st century recruitment tools such as online ads, social media campaigns, etc.

5. **Develop and implement enrollment growth strategies to keep the department strong and positioned for the future.**
   a. Increase and sustain enrollment sufficient to meet the 160 graduates per year in face-to-face programs.

Program/Department	2017 Graduates	Peak* Graduates	Goal year – 2022
ETSC (overall)	131	131	160
CMGT	39	39	42
EET	6	21	16
IET	25	25	24
MET	27	34	36
SHM	34	41	48
TE	0	3	8

The largest number of students graduated by a program in the past five years.

   b. Continue to identify a balanced mix of spending reductions (maximizing our resources) and revenues increases (student credit hours) while still serving students effectively. Increase department SCHs by at least 2.5% every year (see department strategies document) through minor/certificate enrollments, GE courses, electives, endorsements, etc.

AY	AY14	AY15	AY16	AY17	AY18	AY19	AY20	AY21	AY22
SCHs	10,831	10,472	11,022	12,642	12,958	13,614	13,954	14,303	14,660

   c. Increase the overall number of students (head count) served by ETSC to 750 with Spring quarter headcount as the baseline.

	Quarter	Actuals				Goals			
		S15	S16	S17	S18	S19	S20	S21	S22
Majors/Premajors		**435**	**452**	**457**	**485**	**502**	**571**	**593**	**628**
BS	Construction Mgmt	116	137	137	163	163	171	171	171
BS	Electronics Engineering Tech	52	46	34	39	46	52	52	52
BS	Industrial Engineering Tech	26	28	59	59	48	48	48	48
BS	Mechanical Engineering Tech	126	129	103	110	115	120	129	129
BS	Safety and Health Mgmt	110	106	115	106	115	124	124	124
BS	Technology Education	5	6	9	8	15	20	25	30
BS	Risk, Insurance, and Safety Mgmt						6	12	18
MS	Safety and Health Management						24	20	44
BAS	Risk, Insurance, and Safety Mgmt						6	12	12
MS	Engineering Technology	9	12	2	1	--	--	--	--
Minors		**2**	**12**	**10**	**46**	**50**	**92**	**92**	**92**
	Construction (Safety)	0	1	2	1	0	8	8	8
	Industrial Technology	2	4	2	1		4	4	4
	Risk Management				32	32	48	48	48
	Robotics and Automation					6	12	12	12
	Safety and Health Mgmt	0	7	6	12	12	20	20	20
Certificates		**0**	**0**	**0**	**0**	**0**	**26**	**36**	**36**
A/B	Safety and Health Mgmt						10	12	12
A/B	Risk Mgmt						10	12	12
A/B	Insurance Mgmt						6	12	12
Total		**437**	**464**	**467**	**531**	**552**	**689**	**721**	**756**