



Culture. Communication. Connection.

THE CHRONICLER



The Official Quarterly Newsletter for StrataTech Education Group

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CEO's Corner

Mary Kelly

As we look forward into 2024, I want to glance back at all we accomplished in 2023. It was a big year for StrataTech Education Group, Tulsa Welding School, and The Refrigeration School. I'm proud of the work you have contributed to expanding access to skilled trade education. Without your passion and excellence, we could not have impacted the lives of thousands of graduates, their families, and the communities in which they work.

Each person at our organization played a role in the success and impact made this past year. You showed up to onboard students, teach them the skills required to be successful in their careers, and assisted them as they completed their programs and transitioned to the field. It took all of us.

From our admissions representatives to our accounting team, you had to show up to make this possible. Our compliance department kept our organization aligned with guardrails put in place by accrediting bodies and the Department of Education, without such, we could not operate. Human Resources not only supported the faculty and staff, but they also onboarded a significant number of new team members. We had teams build partnerships with employers, community organizations, and represent our brands in rooms all over the country. The list goes on.

By showing up in your role, we increased our student population, employee count, and even opened a brand-new campus to serve the Dallas Metroplex. From our students to our employer partners, our organization has remained dedicated to offering individuals in the community the

chance to forge a brighter future through skills-based education. What you do each and every day is changing the world.

I have no doubt, 2024 will bring accomplishments and accolades of its own. We are looking forward to making a difference in the lives of thousands of students and celebrating the great work each of you contribute.

Show up! Make an Impact! Change the World!

Mary Kelly

President & CEO

StrataTech Education Group



Main News

Tulsa Welding School Celebrates 75 Years!

2024 marks a significant milestone for **Tulsa Welding School** as we celebrate 75 years of service to the Tulsa community. Over the past 75 years, nearly 40,000 students have graduated from Tulsa Welding School, across our campuses, with hopes of pursuing a career in the skilled trades.

It's truly inspiring to see the impact TWS has had on the Tulsa community and beyond. From our students to our employer partners, TWS has remained dedicated to offering individuals in the community the chance to forge a brighter future through skills-based education.

Over the next several months we will be celebrating this special anniversary with events at each campus to honor the students, faculty and graduates who have been part of the TWS story over the past 75 years. These events will all lead to a grand event at TWS Tulsa where we will invite students, staff, dignitaries, community members and other partners of TWS to celebrate and recognize the impact of TWS on the Tulsa community.

In addition to these events, we'll also roll out a new 75th anniversary logo and other branding materials to promote this milestone in the year ahead. Stay tuned for more to come!

We're excited to celebrate this momentous occasion with our students, alumni, and all of you. Cheers to 75 years of Tulsa Welding School!



Caring for Students

Arizona Private School Association 2023 Training Expo for Arizona@Work

StrataTech participated in the Arizona Private School Association's 2023 Training Expo for Arizona@Work in December. The annual expo is designed exclusively to connect workforce professionals with skilled training providers, and features breakout sessions around resume development, recruitment and navigating different resources. **Jenny Pacheco**, Senior Director of Agency Relations along with being the Training EXPO Chair for over 7 years is an active member of APSA's Board of Directors and an instrumental champion of the annual expo.

This year's expo theme was 'Discover Your Magic' and there is truly nothing more magical than witnessing the potential power of Arizona's Workforce. With 50,000 new jobs expected in Arizona in the next 10 years, there's incredible opportunity ahead for our state - and training is critical. In fact, the recently developed 'Build It Arizona' initiative aims to double the number of construction and trades-registered apprentices in the state by 2026 to meet that growing demand.

It was also exciting to see The Refrigeration School, Inc. participate as an exhibitor of the expo alongside other major private educational institutions. RSI, along with other trade schools in the state, are more important than ever as they are training our future workforce that will help drive the state's economic growth.



In the News

October Open Houses Highlighted on Local News in Phoenix and Jacksonville



Tulsa Welding School Jacksonville campus to host open house Saturday



The open house will include campus tours, hands-on training, demos & information on educational programs. It will be held on Southside Blvd. from 9 a.m. to 1 p.m.

During October, The Refrigeration School and Tulsa Welding School's open houses gained attention from local TV stations in Phoenix and Jacksonville. These segments, aired ahead of the open houses, aimed to raise awareness for individuals considering careers in the skilled trades. Check out the TWS Jacksonville segment [here](#).

RSI Expands Electrical & Welding Programs to Address Increased Demand for Skilled Laborers

The Refrigeration School brings exciting news as it extends its campus and program offerings in response to



the growing nationwide demand for skilled welders and electricians. The school is constructing 60 new welding bays on its campus, with completion anticipated by this summer. They have also introduced a new evening **Electrical Applications program** running from 6-11 p.m. to accommodate individuals unable to enroll in the daytime program. Fox 10 reporter Ty Brennan covered the story, providing a firsthand look at the welding program and even putting his electrical skills to the test!

In Our Communities

Empowering Communities Through Acts of Kindness



At the heart of every community are people who care – those who understand the profound difference a single act of generosity can make. Our collection of campuses is proud to exemplify this spirit, not only through

education but by giving back to the communities we call home.

Over the past few months, our campuses have come alive with the spirit of giving, living our promise of being a **Force for Good**. To gathering around the table with students in Jacksonville to a city-wide blanket drive in Tulsa, you reflected our deep commitment to community engagement and social responsibility as much as our dedication to academic excellence.



Food drives at RSI, StrataTech home office, Dallas, and Houston filled cupboards and brought warm meals to many, thanks to the overwhelming support of our students, faculty, staff, and partners. A single can of food or a warm blanket may seem like a small gesture, but it is a tangible reminder of support.

As we continue to educate the next generation of skilled professionals, we remain devoted to these acts of kindness that help build a stronger, more unified community. To

those who have joined our cause, who have dropped that extra can into the collection box, or donated a blanket, we thank you. Your actions prove that the heart of a tradesperson is as mighty as their tools.



Featured Programs

Tulsa Welding School Celebrates First Class to Graduate from New Electrical Lineworker Program

IRVING WEEKLY

LOCAL NEWS

Tulsa Welding School In Irving Celebrates Inaugural Graduates From New Electrical Lineworker Program

On Nov. 30, the Tulsa Welding School Dallas Metro campus commemorated the graduation of the first class from its **Electrical Lineworker** program! Over the past three months, fifteen students, who started the program in August, successfully completed their training. These students are now equipped to pursue careers in the electrical linework, contributing to the increasing demand for skilled professionals in the industry. Check out the story in the [Irving Weekly](#).

Following TWS Dallas Metro's lead, our Jacksonville campus will also be debuting the Electrical Lineworker program later this year. We are excited to grow this program and fill a need in the Florida communities we serve. As the launch date approaches, we'll be sharing additional information organization-wide.

RSI Introduces Extended Program Offerings

As highlighted in local Fox 10 coverage, the RSI campus kicked off new evening program offerings in December. This expansion of the Electrical Applications program opens the door to individuals who may have not had the opportunity to pursue an education in this field due to schedule barriers. We are excited to accommodate additional students as they continue their education at RSI.

B2B Updates

The Team is Growing!

As we continue to partner with incredible organizations and serve new clients, our team is making some exciting changes to scale up with the new opportunities.

First, we have added a new welding instructor, **Zoe Hocker**, for the DoD project work. Zoe is doing a fantastic job in his new role. In addition to Zoe, our team is adding two new salespeople: **Susan Connelly** from RSI and **Patrick Trausch** formerly from Lincoln Tech. As a Strategic Relationship Manager, Susan will be responsible for Amazon, Parker and Sons, and other regional relationships. Patrick joins us as Business Development Manager who will be tasked with growing our corporate client channel.

As the team grows, so does our student base. We are preparing for our largest start with Amazon; Cohort 1 currently has 166 students enrolled! Our current partner, Road Safety Servies, is expanding our contract, giving us the ability to secure additional time for Instructional Design. On the horizon we have significant opportunities with Randstad, Walmart, and Southern Home Services from a partnership standpoint. Finally, the Non-Destructive Testing curriculum ready to go and our Plumbing Boot Camp is nearly done.

It is a busy time for B2B, and we are thrilled to impact more lives through our strategic relationships.

Showcasing Our Graduates

We are excited to share the **Change Your Life** project. Focused on showcasing the transformative power of skilled trades, we captured compelling testimonials from students whose lives have been profoundly impacted by their training. This project seeks to inspire and inform by highlighting real-world success stories, emphasizing the invaluable role of skilled trades in shaping brighter futures. Through a combination of interviews and on-the-job footage/family footage, we were able to vividly illustrate how these graduates have evolved both professionally and personally.

Along with external media efforts, these **Change Your Life** graduates were highlighted at our recent Impact Awards.



Cody Hudgens



Cody is a welding graduate from our Tulsa campus. Cody joined the Marines right out of high school and spent four years serving our country. Following his time in service, Cody found himself jumping from job to job looking for the right role. With his family's support, Cody pursued an education at TWS fueling his interest in the welding trade. Cody now works at Blue Origin, in the

Aerospace industry, using the skills he learned to make an impact.

You can see Cody's full story [here](#).



David Mclean



David is a welding graduate from our Jacksonville campus and currently calls Virginia Beach, VA home. After learning about TWS from a representative, David knew that he was meant to attend, even without initial support from his family. After working hard to get in a position to attend, David became a student at TWS. He reflects on the impact his

peers and faculty had on his experience. Whether students were beginners or more advanced, he noticed how everyone helped each other, and instructors truly wanted everyone to succeed. David now works for Huntington Ingalls Industries and is able to own his own home and two cars. At work, he welds ships and submarines. David is going back to school to do the TWS HVAC program, as he would love to invest in real estate, and more skilled trades will help him to flip houses.

You can see David's full story [here](#).



Upcoming Events and Important Dates

- Black History Month | February
- Career & Technical Education Month | February
- Skills Native Competition | February 21
- Tulsa Oilers Game, High School Night | February 23
- Tulsa Welding Competition | February 24
- Women's History Month | March
- Imagine America Webinars:
 - West - Tuesday, March 5
 - Central - Wednesday, March 6
 - East - Thursday, March 7
- Jacksonville Welding Competition | March 9
- Houston Welding Competition | March 23
- Tulsa Graduation | March 30
- 75th Anniversary Event, Tulsa | April 5

