

STRATEGIC PLAN 2019-2020: The Year in Review

Year Three of the
2017-2022 Strategic Plan

BROWARDSM
COLLEGE



Mission:

Transforming students' lives and enriching our diverse community through academic excellence, innovation, and meaningful career opportunities.

2017-2022 Strategic Goals



Start

Increase the total number of new students enrolled from 27,976 to 28,256* by June 1, 2022

+1%



Succeed

Increase the total number of awards earned from 11,029 to 12,132 by June 1, 2022

+10%



Soar

Increase the total number of post-completion placements from 13,901 to 15,291 by June 1, 2022

+10%



Synergize

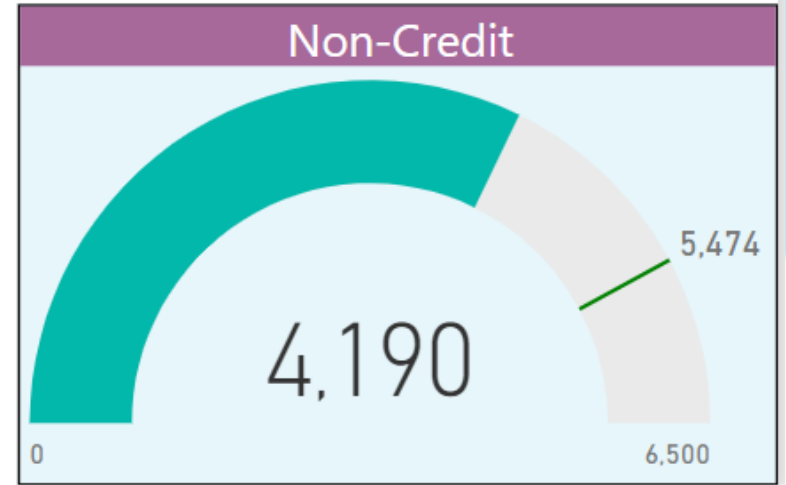
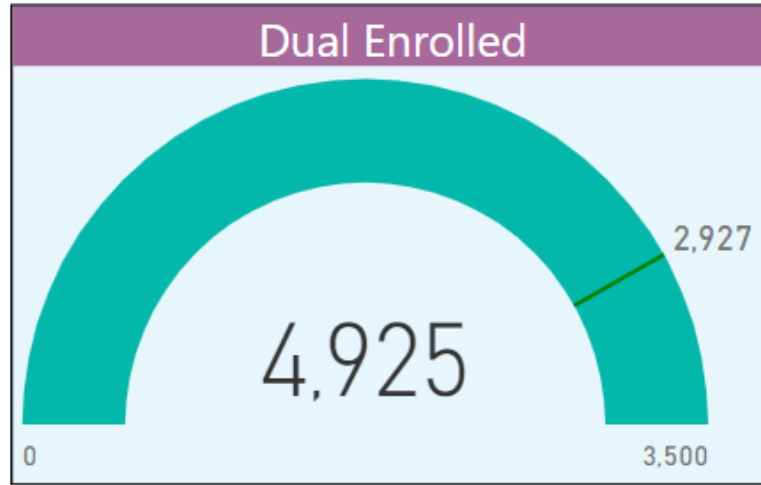
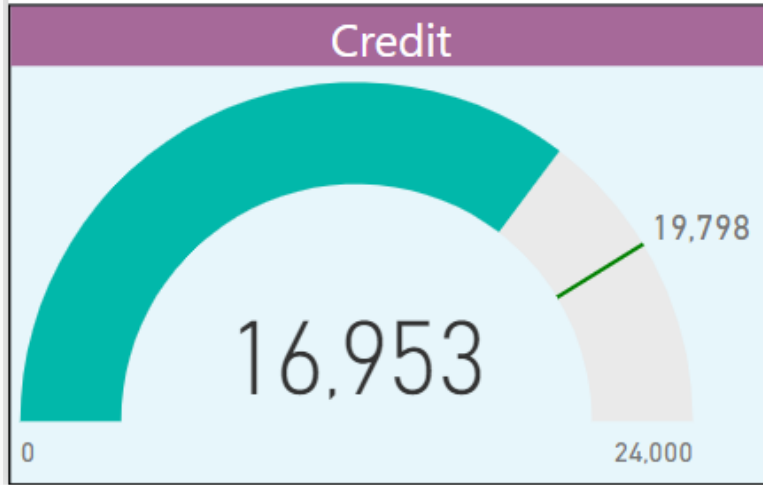
Increase non-traditional revenue by 10% by June 1, 2022

+10%

* Numbers updated to reflect additional student populations as of September 2018.

Start Goal

2019-2020



92.4%
Current vs. Target

Strategy Team Highlights

1. Integrate the college-wide recruitment plan to serve all student populations.

Highlights:

Improved collaboration and communication among all recruitment areas of the college.

Enhanced services provided to students through expansion of call center capabilities.

Began the solicitation process for a Client Resource Management (CRM) system.



Start

Objectives

Ensure Seamless Student Recruitment and On-Boarding Experience

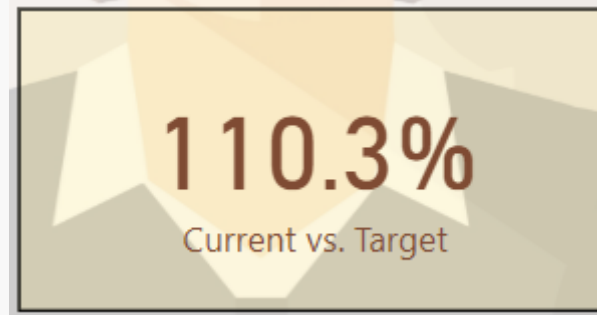
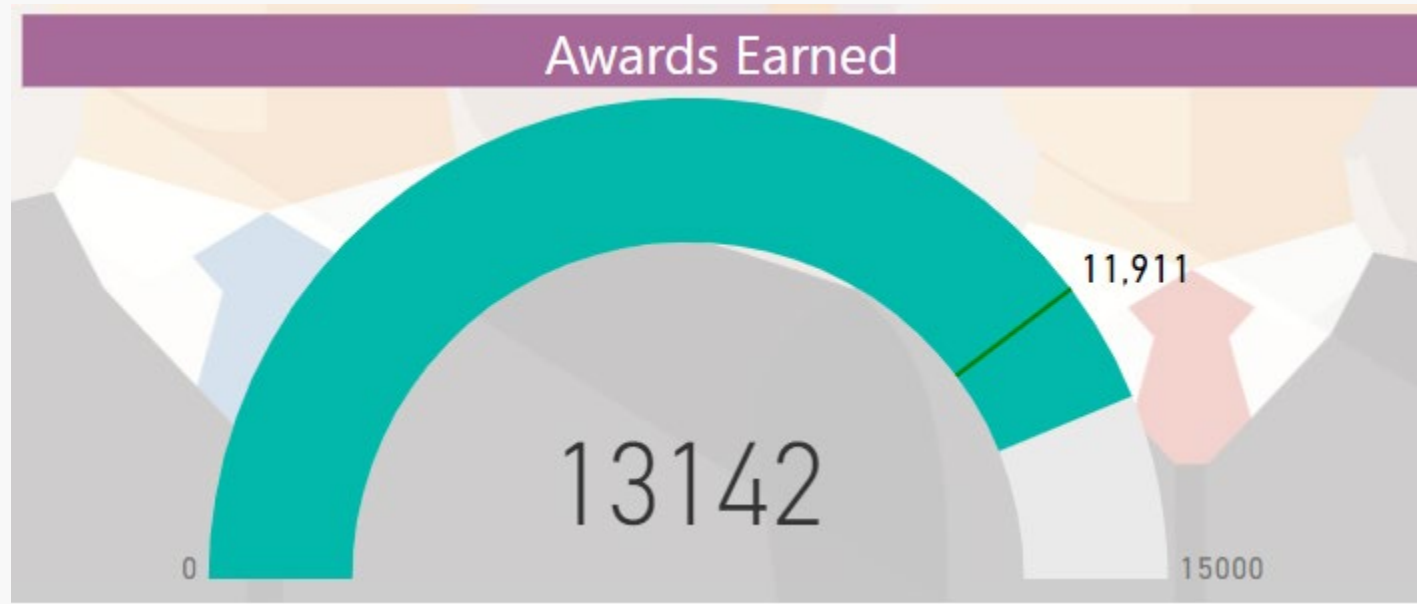
Connect Pathways to Career Goals for Prospects

Support Student Access through Financial Services

Strengthen Communication and Networks

Succeed Goal

2019-2020





Succeed

Objectives

Support Holistic Technology Infusion

Increase Student Retention and Completion

Facilitate Student Engagement Across Pathway Communities

Promote Positive Workplace Culture

Enhance and Sustain Teaching and Learning Excellence

Ensure Vibrant, Welcoming, and Functional Campuses

2019-2020

Strategies

1. Scale innovative tools and interventions to increase student **SUCCESS**.
2. Engage faculty, staff and students in pathways through increased collaboration, and resource alignment.
3. Support collaborate and integrative approaches to teaching and learning excellence college-wide.
4. Develop innovative curriculum to address future workforce needs.
5. Implement focused retention strategies for milestone completion.

Succeed Strategy & Retention Team Highlights

2019-2020

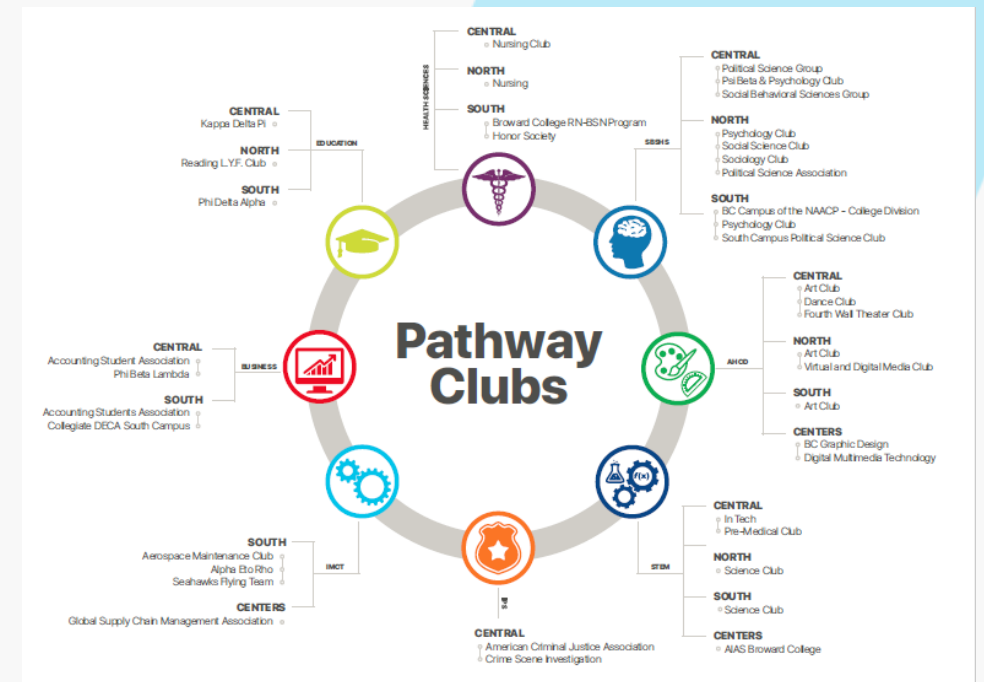
Awarded badges to students, staff, and faculty.

Established pathway identification events.

Created a pathway club matrix.

Developed workshops for faculty focused on innovative curriculum practices and immersive technology.

Improved online access to financial information for students.



Succeed Strategy & Retention Team Highlights

Increased tracking and engagement with students requesting transfer.

Enhanced connections among alumni and students.

Conducted feedback surveys garnering input from faculty, and students for enhanced.

Created a best practices communication piece by faculty for faculty.

Established an institutional student equity dashboard.

TIPS FOR STUDENT RETENTION IN A REMOTE ENVIRONMENT



Teach at the Assigned Days and Times

Teaching or testing outside of the designated course hours can cause conflicts for students who are taking other courses.

Get to Know Your Students

Students who feel their professors know who they are and care are more likely to be retained.

Teach by Example, On Time, With a Smile, With Passion, With Compassion

Let your students know you care and lead by example.

Know the Services SOS Can Provide

Provide students specific examples of what circumstances can be helped by SOS. Referrals can be made through ONE ACCESS--Type "SOS" in the search bar.

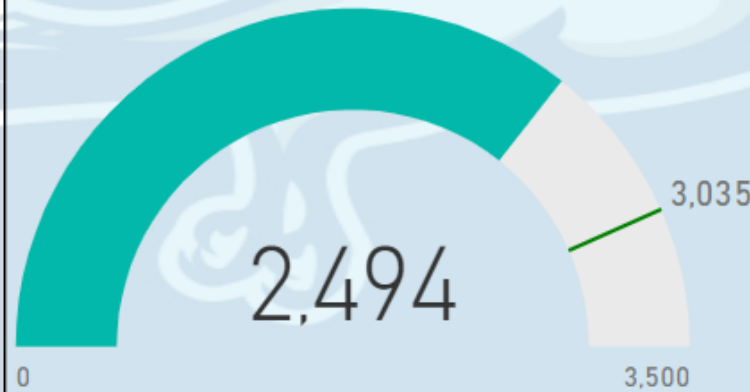
Soar Goal

2019-2020

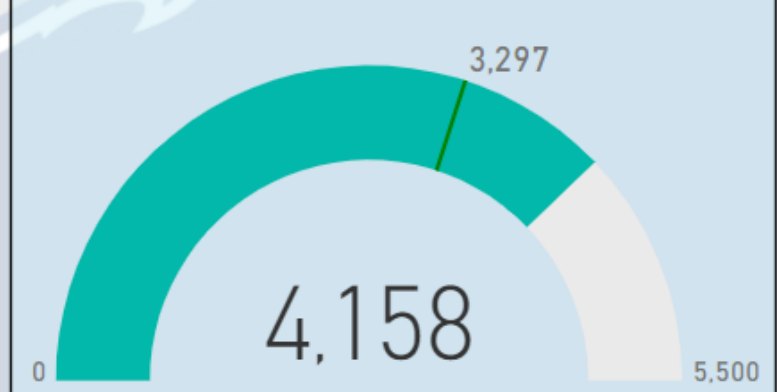
Enrolled in SUS



BC Graduates Continuing Education at BC



AS/PSAV/TC Graduates Employed



124.9%

Current Vs. Target



Soar

Objectives

Enhance Faculty Engagement

Advance Career Contextualization

Enhance Experiential Learning

Support Continuing Education to
Bachelor Programs or Transfer
Institutions

Expand Corporate Partnerships for
Job Placement

Strategies

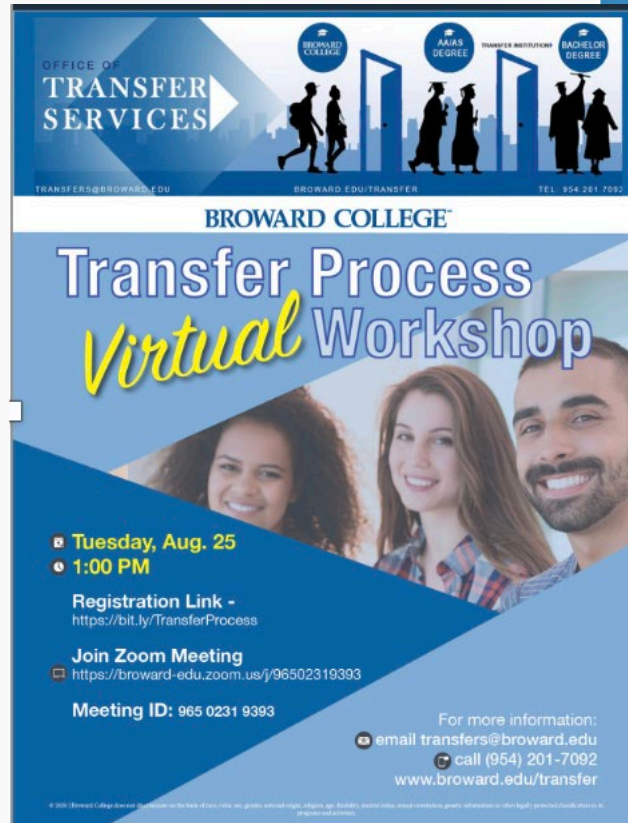
1. Increase internships, work-based learning experiences and corporate partnerships for job placement.
2. Expand seamless transfer for students to partner institutions.

Soar Strategy Team Highlights

Established virtual engagement with students from career services.

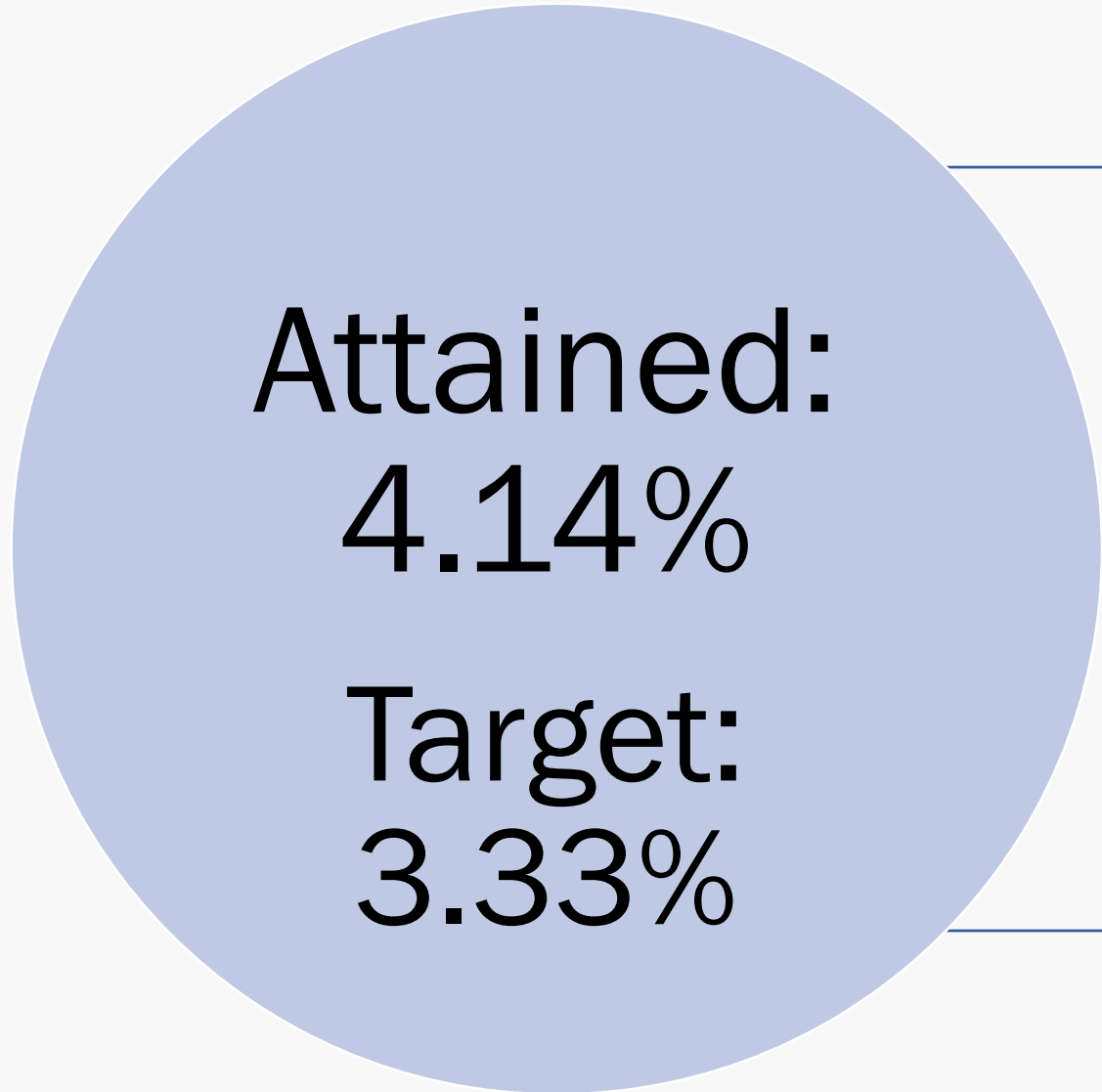
Developed an institutional dashboard for outbound transfer student tracking.

Engaged students early to formally introduce students to transfer services.



Synergize Goal

2019-2020



BC Foundation
and
BCEduventures



Grants



Continuing &
Corporate
Education
and
International
Education



Synergize

Increase
non-traditional
revenue by 10%
by June 1, 2022

+10%

Strategy Team Highlights

1. Increase revenue through innovative, entrepreneurial, and philanthropic activities to support student success.

Highlights:

Enriched collaboration across revenue generating areas of the college.

Enhanced targeted outreach to corporate partners.

Increased new grant dollars awarded.

Launched an invitation to negotiate (ITN).

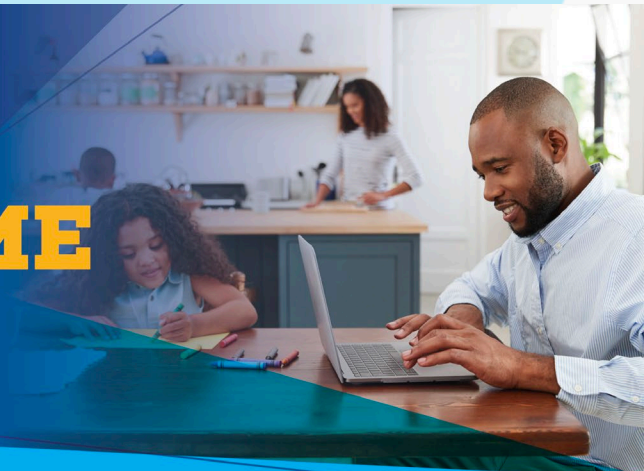
BROWARD COLLEGE™

**NOW IS
THE TIME**

Increase your skill set
with an online course,
degree or certificate.

JOIN US

For a **FREE INFORMATIONAL WEBINAR** every Tuesday and Thursday at noon.
Visit bcinfowebinar.eventbrite.com to register today!



Thank you to the Broward
College village that made
these successes possible in
service to our mission!

Together we serve.

