STRATEGIC PLAN 2019-2020: The Year in Review

Year Three of the 2017-2022 Strategic Plan
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

Credit: 16,953
Dual Enrolled: 4,925
Non-Credit: 4,190

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.
Succeed Goal

Awards Earned

13142

110.3%
Current vs. Target

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.
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.
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.
Soar Goal

2019-2020

- Enrolled in SUS: 12,097
- BC Graduates Continuing Education at BC: 2,494
- AS/PSAV/TC Graduates Employed: 4,158

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

Attained: 4.14%
Target: 3.33%

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).
Thank you to the Broward College village that made these successes possible in service to our mission!
Together we serve.