

STRATEGIC PLAN 2020-2021: The Year in Review

Year Four 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

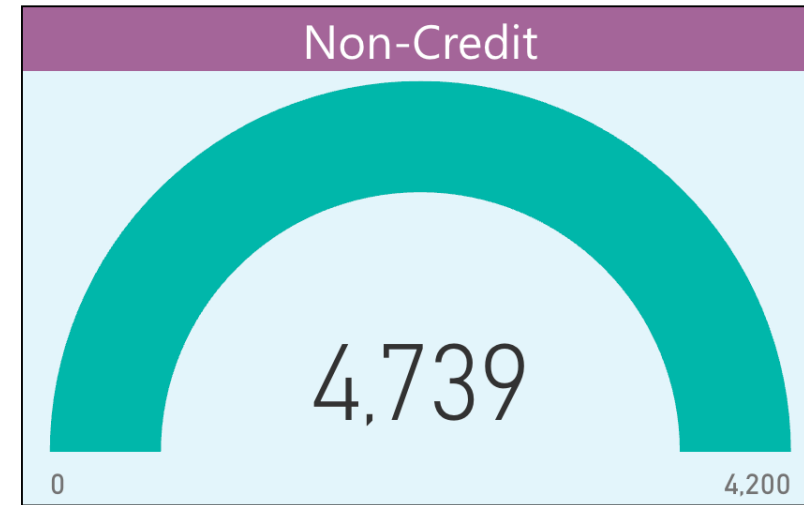
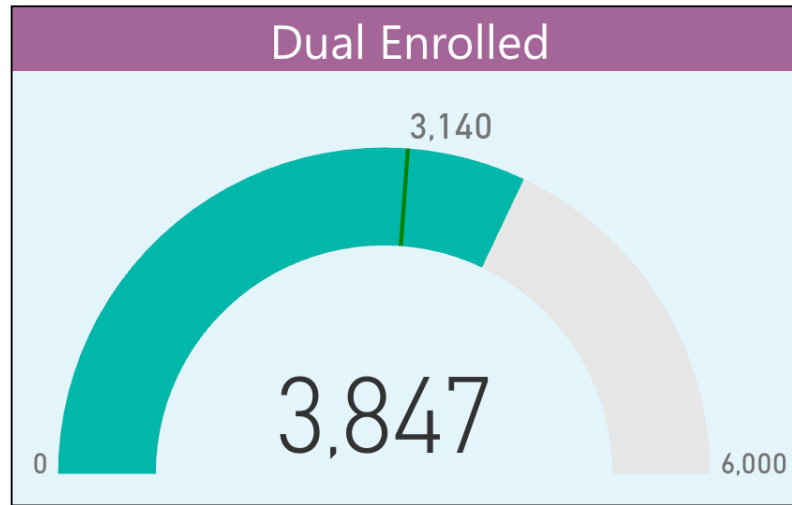
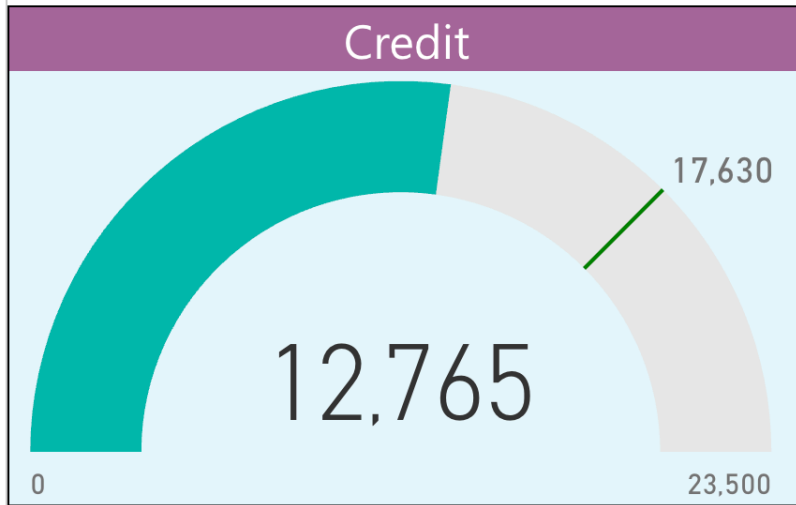
+10%

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

Start Goal

2020-2021

**Annual Target:
25,270**



**Achieved:
21,351**

85% of Target



Start

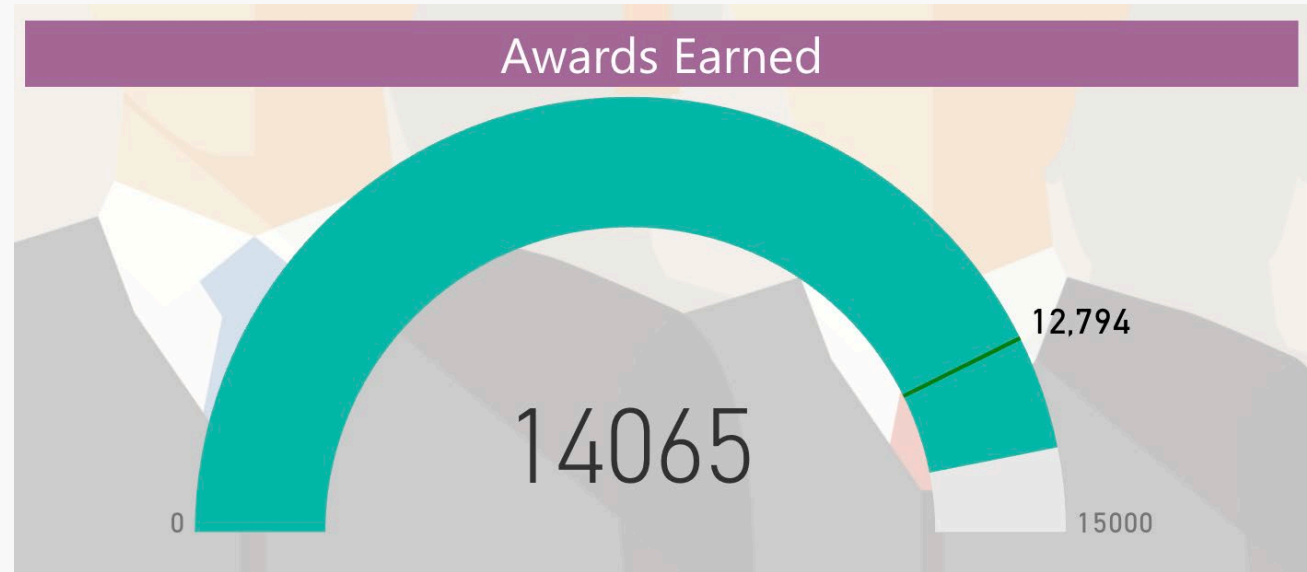
Increase the total
number of new
students enrolled

Objectives

- Ensure seamless recruitment and on-boarding experiences
- Connect pathways to career goals for prospects
- Support student access through financial services
- Strengthen communication and networks across the college

Succeed Goal

**Annual Target:
12,794**



**Achieved:
14,065**

110% of Target

2020-2021

Baccalaureate Degree

Advanced Technical Certificate

Associate of Art Degree

Associate of Science Degree

Associate of Applied Science Degree

Technical Certificate

Applied Technology Diploma

Post-Secondary Adult Vocational Certificate



Succeed

Increase the total
number of awards
earned

Objectives

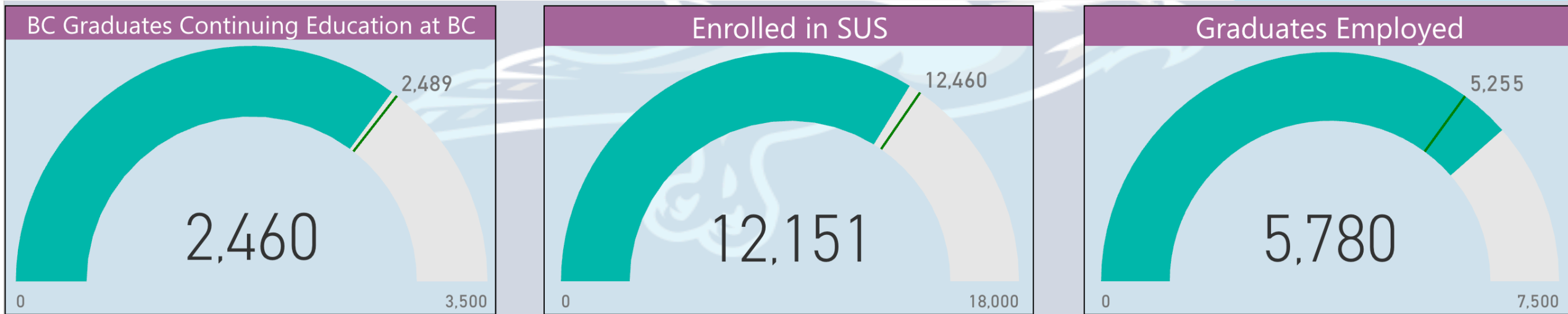
- Support holistic technology infusion
- Increase student retention and completion
- Facilitate student engagement across pathway communities
- Promote positive workplace culture
- Enhance and sustain teaching learning and excellence
- Ensure vibrant, welcoming, and functional campuses

2020-2021

Soar Goal

2020-2021

Annual Stretch Target: 20,204



Achieved: 20,391

101% of Target



Soar

Increase the total
number of
post-completion
placements

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

Synergize Goal

2020-2021

Annual
Target: 3.33%

Achieved:
47%

BC Foundation
and
BCEduventures

Grants

Continuing &
Corporate
Education
and
International
Education



Synergize

Increase
non-traditional
revenue

Objectives

- Pursue fiscal opportunities focused on furthering student success
- Enhance collaboration among areas focused on non-traditional revenue generation
- Increase industry partnerships to support student success

NEWS

Job Corps Scholars Program Aids
Broward's Youth Soar To Success

PRESS RELEASES

BROWARD COLLEGE RECEIVES \$1.68 MILLION GRANT FROM U.S. DEPARTMENT OF LABOR TO ESTABLISH THE MICRO-CREDENTIALING IN HIGHER EDUCATION PROJECT

08 FEBRUARY 2021

Broward College is the only institution in Florida to receive funding

PRESS RELEASES

BROWARD COLLEGE GETS ALMOST \$400,000 TO HELP ADDRESS FOOD SECURITY AMONG ITS STUDENTS WITH FLORIDA BLUE FOUNDATION GRANT

03 FEBRUARY 2021

The College has also partnered with other organizations to provide food and hygiene products to qualifying students at no cost

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

Together we serve.

