

STRATEGIC PLAN 2021-2022: The Year in Review

Year Five 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 by June 2022.

+1%



Succeed

Increase the total number of awards earned by June 2022.

+10%



Soar

Increase the total number of post-completion placements by June 2022.

+10%



Synergize

Increase non-traditional revenue by June 2022.

+10%



Start

Five-Year Objectives

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

2021-2022 Highlights

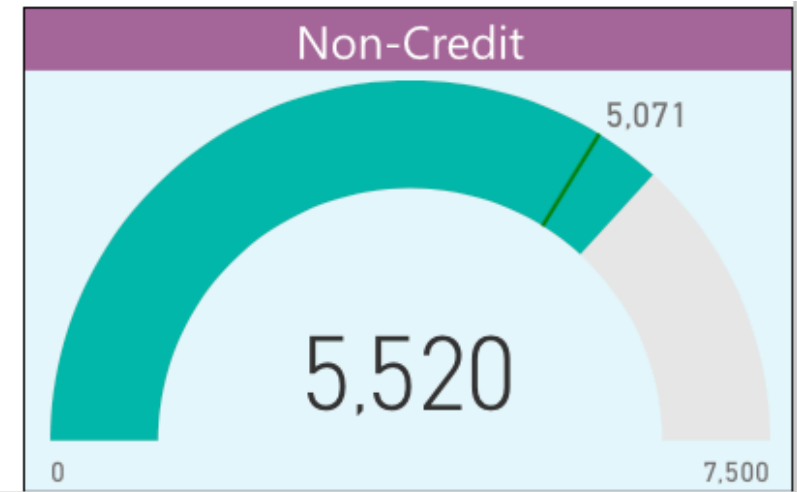
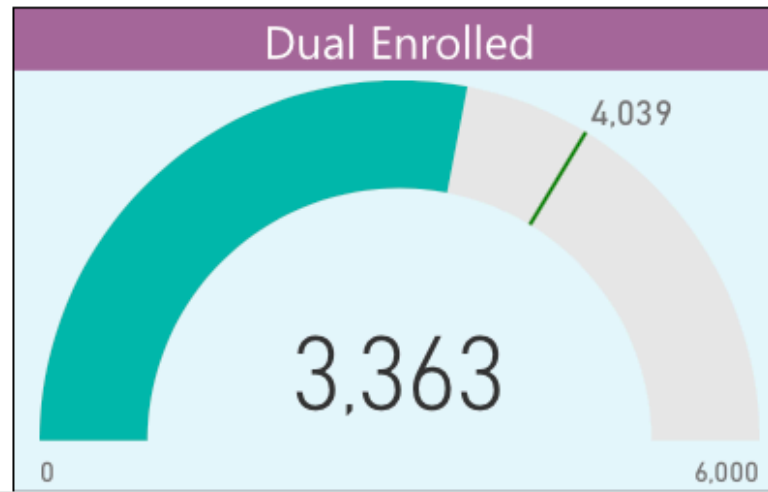
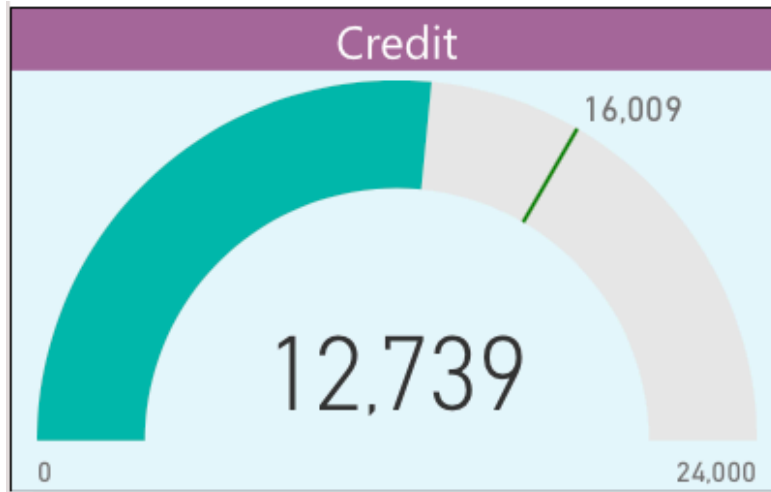
- Made great progress (80% complete) with the preparations for implementation of the College's first CRM, set to launch this November.
- Improved communication by establishing a collaborative space to exchange ideas and best practices for all college-wide functional areas focused on recruitment.
- Concerted efforts to increase continuing education enrollment through creative marketing tactics led to surpassing the goal of 5,071 students by 449 students or 9%.



Start Goal

2021-2022

Annual New Student Target: 25,119



**Achieved:
21,622**

86% of Target



Succeed

Five-Year Objectives

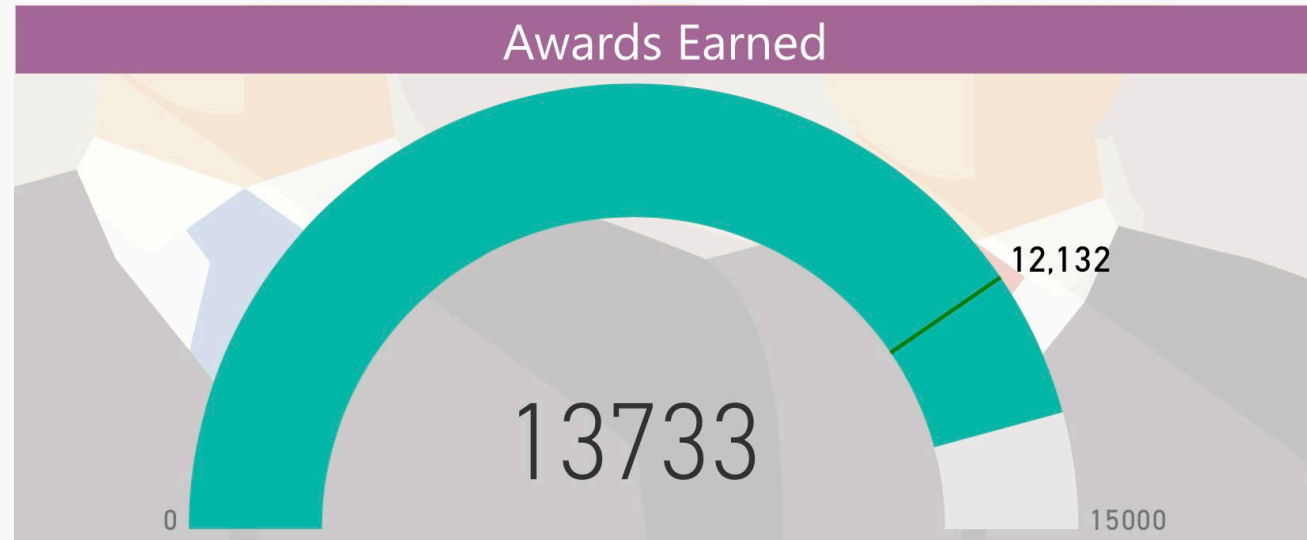
- Support holistic technology infusion
- Increase student retention and completion
- Facilitate student engagement across pathway communities
- Promote positive workplace culture
- Enhance and sustain teaching learning and excellence
- Ensure vibrant, welcoming, and functional campuses

2021-2022 Highlights

- Leveraged the MicroHE grant funds to award approximately 400 badges in the areas of Supply Chain Management and Information Technology.
- Included a Pathways Model training module into the BC Leadership, Empowerment, and Development (LEAD) program ensuring all Broward College leaders are familiar with the College's Pathways model.
- Increased participation and completion of ACUE courses to 198 participants and engaged more than 100 participants in Minority Male Initiative Community of Practice training sessions.
- Engaged faculty in brainstorming sessions around how to use augmented reality and virtual reality (AR/VR) experiences in the classroom, with the students now using them to explore anatomy and physiology concepts.

Succeed Goal

**Annual Target:
12,132**



**Achieved:
13,733**

113% of Target

2021-2022

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



Soar

Five-Year 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

2021-2022 Highlights

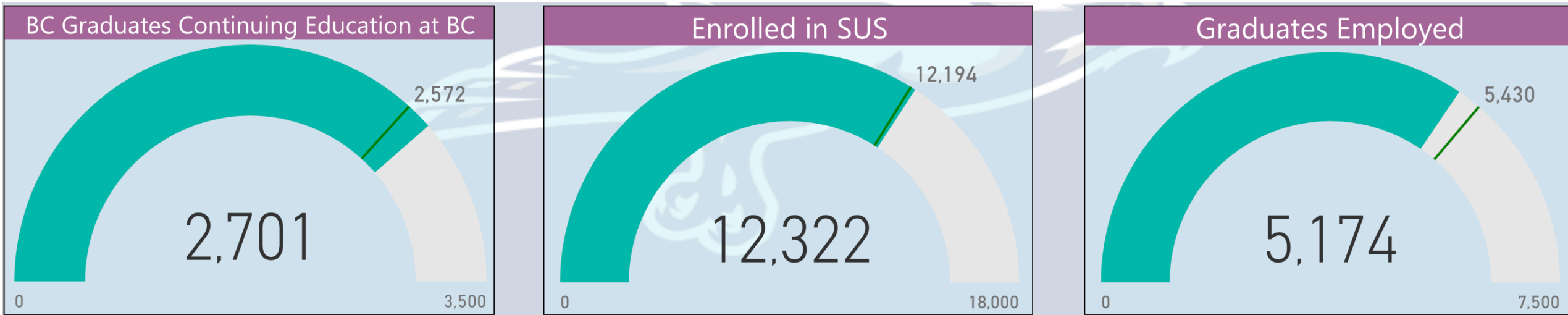
- Increased internship placements by 4% from last year's placements.
- Launched two pre-apprenticeship programs with successful enrollment and completion for 64 participants.
- Successfully served 62 students through the Transfer Scholars Network, helping high achieving students to gain access to 13 top four-year colleges/universities across the nation.



Soar Goal

2021-2022

Annual Stretch Target: 20,196



Achieved: 20,197

100% of Target



Synergize

Five-Year 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

2021-2022 Highlights

- Grants awarded skyrocketed to \$62M supporting collegewide student success initiatives.
- Continuing Education increased contracts with corporate and hospital partners to identify in-demand workforce programs generating \$893,000 in profit.
- International Education locations reopened generating \$376,000 in profit for the College.

BROWARD COLLEGE TO BOOST STEM ENROLLMENT OF HISPANIC AND LOW-INCOME STUDENTS WITH \$5 MILLION GRANT



BROWARD COLLEGE AWARDED ITS FIRST NATIONAL SCIENCE FOUNDATION (NSF) ADVANCED TECHNOLOGICAL EDUCATION (ATE) GRANT TO IMPROVE CYBERSECURITY EDUCATION

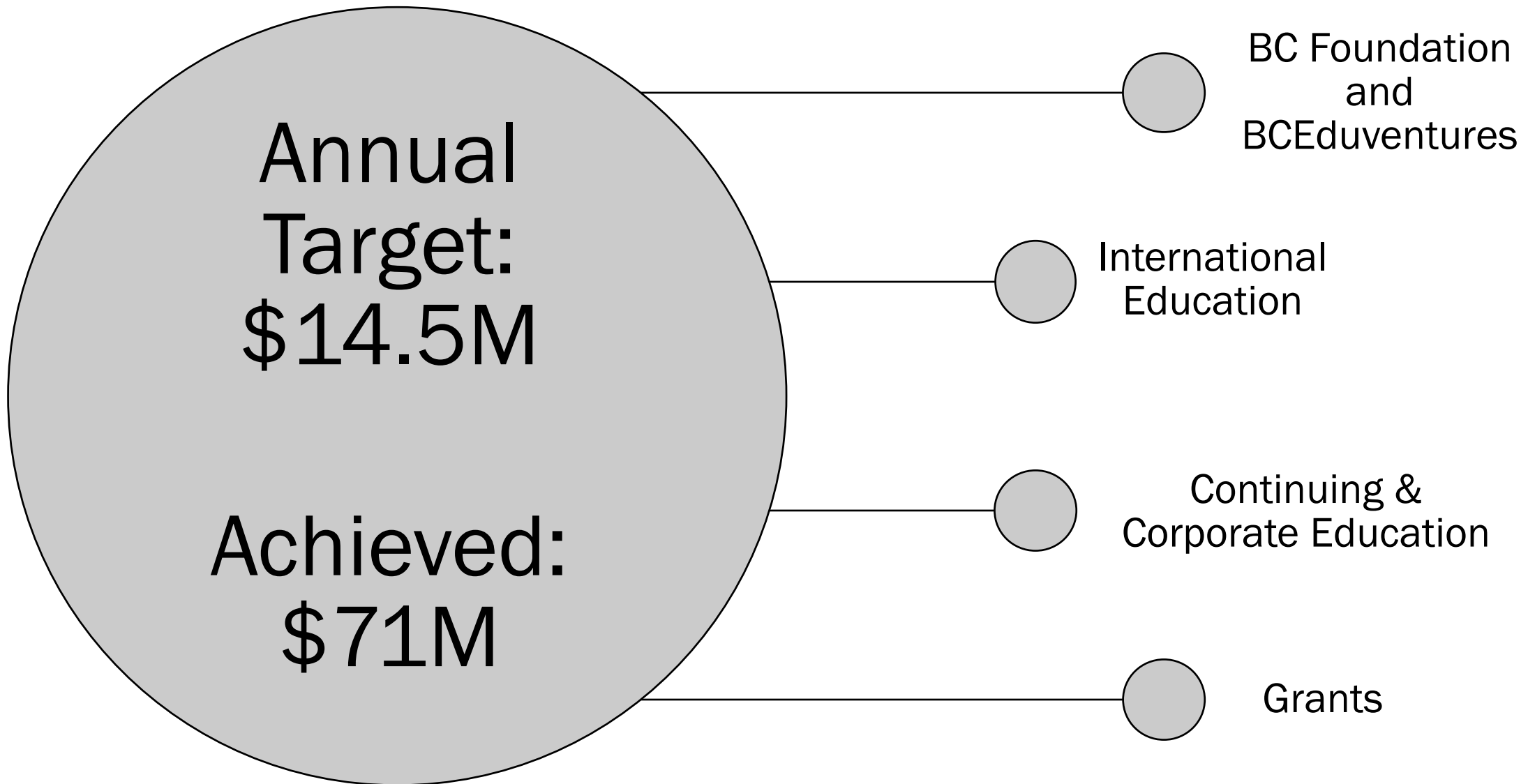
PRESS RELEASES

U.S. DEPARTMENT OF EDUCATION NAMES
BROWARD UP™ A PROMISE NEIGHBORHOOD

BROWARD COLLEGE AWARDED TWO TRIO TALENT SEARCH GRANTS TO HELP LOW-INCOME FIRST GENERATION COLLEGE STUDENTS ACCESS HIGHER EDUCATION

Synergize Goal

2021-2022



Together we serve.