STRATEGIC PLAN 2021-2022: The Year in Review

Year Five 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 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%
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

Annual New Student Target: 25,119

Credit
12,739

Dual Enrolled
3,363

Non-Credit
5,520

Achieved: 21,622
86% of Target
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 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

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
Soar Goal

Annual Stretch
Target: 20,196

Achieved: 20,197

100% of Target
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.

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

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

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

Annual Target: $14.5M

Achieved: $71M

- BC Foundation and BCEduventures
- International Education
- Continuing & Corporate Education
- Grants
Together we serve.