

Broward UP Quick Facts

Broward College is disrupting the traditional model of higher education. Through an innovative community-centric approach, Broward UP is expanding the college's business model to deliver workforce education courses and programs, along with career readiness and related support services in areas most affected by intergenerational poverty and economic immobility. Broward College seeks to actualize every resident's unlimited potential by building strong community, municipal, and nonprofit partnerships to raise the educational attainment levels and positively impact the social and economic mobility of area residents. Broward UP Communities are the six zip codes with the highest average unemployment and lowest education attainment levels. These are the communities in which we will focus most of our work.

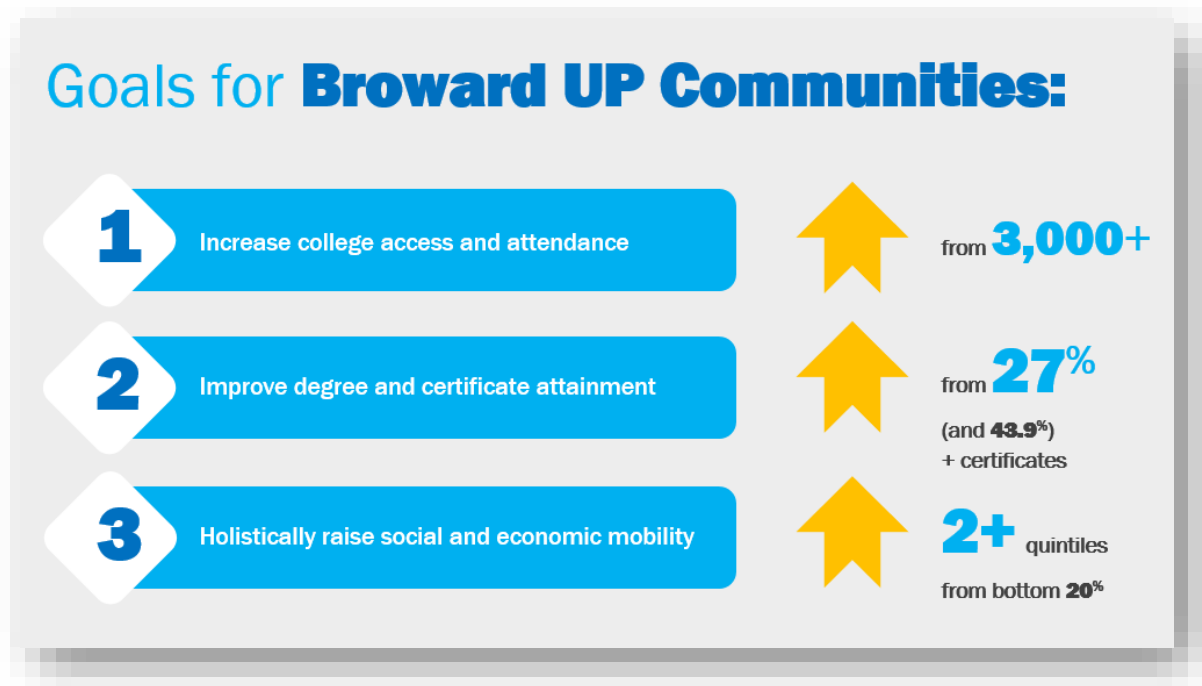
In September 2018, Broward College launched the discovery and proof of concept phase of Broward UP by providing courses and certifications to over 1,000 community residents within their neighborhoods. During the first year, the majority of these courses were offered in partnership with the Urban League of Broward County. In our continued effort to provide accessible education options within the Broward UP Communities, the College entered into partnership agreements with 7 municipalities and over 10 community agencies. During fall 2019, Broward UP programming was offered at eight partner locations, which expanded to 13 locations in spring 2020. However, we are not stopping there. Additional partnerships with municipalities and community agencies are being solidified to ensure all residents can reach their unlimited potential.

From providing non-credit courses and workshops to assist a mother who just relocated to Broward County secure a well-paying job, to helping a Broward County native upskill and receive a promotion, earning \$50,000 a year – Broward UP is truly making a difference in the lives of County residents. This is just the beginning. We invite you to join the movement. Together we serve.

Mission: The mission of Broward UP is to remove barriers to meaningful employment by providing workforce training, education, and support for every County resident to realize their *unlimited potential*.

Vision: Opportunity exists for everyone who desires a better life. The combined efforts of local businesses, non-profits, educators, and volunteers will change the future of County residents facing unemployment or underemployment.

Goals:



Frequently Asked Questions

Which communities/areas have been selected and why?

We know Broward County to average a 3 – 3.5% unemployment over the last year. In many of its zip codes however, the average unemployment rate is much higher. And while the postsecondary educational attainment rate for Broward County is 43.9% for adults 25-64 years old, the average is 27% in Broward UP Communities. With 65% of today's jobs requiring education beyond high school, we must do better in partnership with these communities.

To address both economic and educational disparities, Broward UP is focusing on six zip codes (33309, 33311, 33313, 33319, 33023, and 33069) in Broward County where the average unemployment rate falls between 9% -12%, post-secondary education attainment level is 27%, and the average household income falls at \$30,000. An additional five zip codes have been identified for later phases of work.

In short, Broward UP Communities have a large number of people who are not participating in the workforce; a significant variance from the average County unemployment rate; a significant gap in educational attainment versus surrounding zip codes (age 25+); and a significantly lower household income than surrounding zip codes.

Although Broward College is an open access learning institution with low cost, workforce ready programs, there are still many in the community who cannot access post-secondary education. Broward College is expanding how it does business. Through the neighborhood-centric model, Broward UP addresses the

question of how the College can engage communities directly to increase access to in-demand courses and programs, along with career readiness and related support services.

Who are Broward UP Partners?

Broward UP is constantly expanding our list of municipal and community agency partnerships. As of April 2020, our partners include the following Cities: Lauderhill, Lauderdale Lakes, Hollywood, West Park, Tamarac, Pompano Beach, and North Lauderdale. We are currently in the process of solidifying partnerships with six additional municipalities. Current resource and community agency partners include: Boys & Girls Club, Broward County Housing Authority, Broward County Libraries, Career Source Broward, Greater Fort Lauderdale Alliance, Jack & Jill, OIC, YMCA – LA Lee, Urban League, HANDY, PACE Center for Girls, the FLITE Center, and Nourishing Lives, Inc. Several additional exciting partnerships are in the works. For additional partner information visit www.broward.edu/browardup.

What educational opportunities are available with Broward UP?

- To best support County resident’s needs, Broward UP Communities are surveyed. Programming in each community is developed in collaboration with partner organizations, municipalities and residents. Additionally, Broward College shares the type of training, certificates, and degrees that are in high-demand with local employers, thereby increasing residents’ understanding of the most available employment opportunities.
- The first phase of Broward UP programming consists of non-credit courses leading to college certificates and industry certifications in multiple high-demand areas. To expand, courses resulting in college certificates include *Microsoft Excel, Data Analysis, Project Management, and QuickBooks*. Those leading to industry certifications include courses in Lean Six Sigma, Information Technology and Supply Chain Management. All courses are currently being offered in Broward UP Communities at no cost to residents through grant and individual donor funding.
- Broward UP also offers online courses in numerous in-demand health science careers such as, Medical Billing and Coding, Phlebotomy Technician, EKG Technician, Dialysis Technician, Medical Administrative Assistant, and more. Funding resources and tuition scholarships are available to Broward UP residents.
- With funding from grants and private donors, Broward UP will continue to expand non-credit options and add to for-credit options, which currently consist of Information Technology, specifically CompTIA A+. Offerings will be tailored to the needs of each Broward UP Community.
- To help build important human/soft-skills, a series of “I CAN” college and career readiness workshops are available in Broward UP Communities. Themes include:
 - Info Session - Myth Busters! What it takes to start, succeed, and soar at Broward College.
 - Land that job! Cover letter, resume, and interview preparation.

- Earn More: Money management, financial literacy, and resourcing my life.
- Entrepreneurship: Be your own boss.
- Essential Job Soft Skills Training.

What kind of support is provided to Broward UP Participants?

Broward UP has a team of case managers who serve as success coaches for Broward UP participants. During one-on-one coaching sessions, case managers complete an in-depth intake process which includes a career assessment, goal-setting exercise, SWOT analysis, and needs assessment to identify any barriers to success. After gauging each participant's background experience and goals, case managers create an educational plan and link participants to appropriate college and community resources, including educational programming, credit for prior learning, as well as financial aid, scholarships, and emergency funding support.

Providing a holistic approach, Broward UP case managers maintain communication with participants throughout their involvement to provide encouragement, promote continued engagement, and to help them ladder up to the next workshop, course, or program that will help them achieve their educational and employment goals.

Is Broward UP only for college students?

College is for everyone. Therefore, learning at a Broward UP Community site is open to all. It aims to provide access to a relevant credential for the working adult, unemployed resident, or a clear and accessible pathway to higher education for recent high school graduates who may not have otherwise pursued post-secondary degrees. In addition to providing higher education access and training to County residents, our community-centric approach also focuses on helping to create an employee pipeline for local businesses by forming partnerships to guarantee job placement opportunities for Broward UP residents. In addition to major corporations, Broward UP will work with local small and minority-owned businesses to help grow their capacity by training residents to meet employer needs.

How can I get involved with the Broward UP movement?

Join the movement! The Broward UP Commission, consisting of ten teams, was formed to address how to best reach, support, and help Broward UP Communities in their pursuit of post-secondary education, including industry certifications, college certificates, and/or degrees. Volunteer opportunities are available by joining or collaborating with a Commission team. Engagement information provided below.

Broward UP Commission Teams

Business Development – transform and enrich small businesses in Broward UP Communities through education to enhance their pursuit of meaningful career opportunities as entrepreneurs.

Community Engagement – partner with community agencies and municipalities to elicit community needs, promote programs and services, and recruit students.

Financial Services – build financial models to leverage available assets, including community partners. Look at other options for students to access needed resources.

Locations & Branding – identify locations for Broward services working with partner agencies and community leaders and deploy Broward College branding for community penetration.

Programs, Skills, & Courses – identify, plan and deliver certificate, credit and non-credit programs and courses based on community and employer demand.

Resource Development – create funding opportunities to support Broward UP initiatives through donations, grants and philanthropy.

Retention – research, develop and implement success strategies for adult learners.

Service-Learning – develop service engagement for Broward College students, faculty and staff in the Broward UP Communities.

Social Support Services – partner with community agencies and college departments to provide solutions to identified external obstacles.

Technology – Identify and mitigate technology challenges, create solutions and necessary training.

In addition to Broward College faculty, students, and staff, businesses, agencies, and individuals are invited to volunteer with the Broward UP Commission. If you or your organization would like to collaborate with a team, please contact Jennifer Saint Louis, Broward UP Project Manager, at jconstan@broward.edu to be directed to the appropriate Broward UP Commission team lead.

How is Broward UP funded?

Broward College is forming partnerships with civic, non-profit, and corporate entities to leverage combined resources on behalf of Broward County residents. These resources include classroom space in-kind, hyperlocal marketing and outreach, and the potential to leverage community redevelopment agency funding. Additionally, thanks to grant-funding, including awards from the Florida Governor's Job Growth Grant, Florida Blue, Bank of America, SunTrust, and AmeriCorps, as well as the generosity of private donors, we can provide educational and career readiness programming along with related support services in locations that are more accessible to residents.

How can I give to the Broward UP movement?

Interested organizations and individuals can give to the *Broward UP Program Fund* through the Broward College Foundation at <https://www.browardcollegefoundation.org/browardup/>. Contributions will help Broward College alleviate barriers to higher education by supporting and expanding Broward UP programming, student success, and outreach.

Where can I find Broward UP on the web?

Partners Website: www.broward.edu/BrowardUPPartners

Student Website: www.broward.edu/BrowardUP

Facebook: <https://www.facebook.com/groups/browardup/>

Instagram: Broward_UP

Twitter: UPBroward

For Broward UP partnership questions, please contact:

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