



Broward **UP**TM

— ACHIEVE UNLIMITED POTENTIAL —

BROWARD COLLEGESM

Do you know who is missing?



A 75-YEAR-OLD CHARGE EMBEDDED IN THE TRUMAN COMMISSION REPORT

**1947 President's Commission on Higher Education
(Truman Commission):**

*“One of the gravest challenges to which American society is subject is that of failing to provide a reasonable **equality of education opportunity** for its youth. For the great majority of our boys and girls, the kind and amount of education they may hope to attain depends, **not on their own abilities, but on the family or community into which they happened to be born** or, worse still, on the color of their skin or the religion of their parents.”*



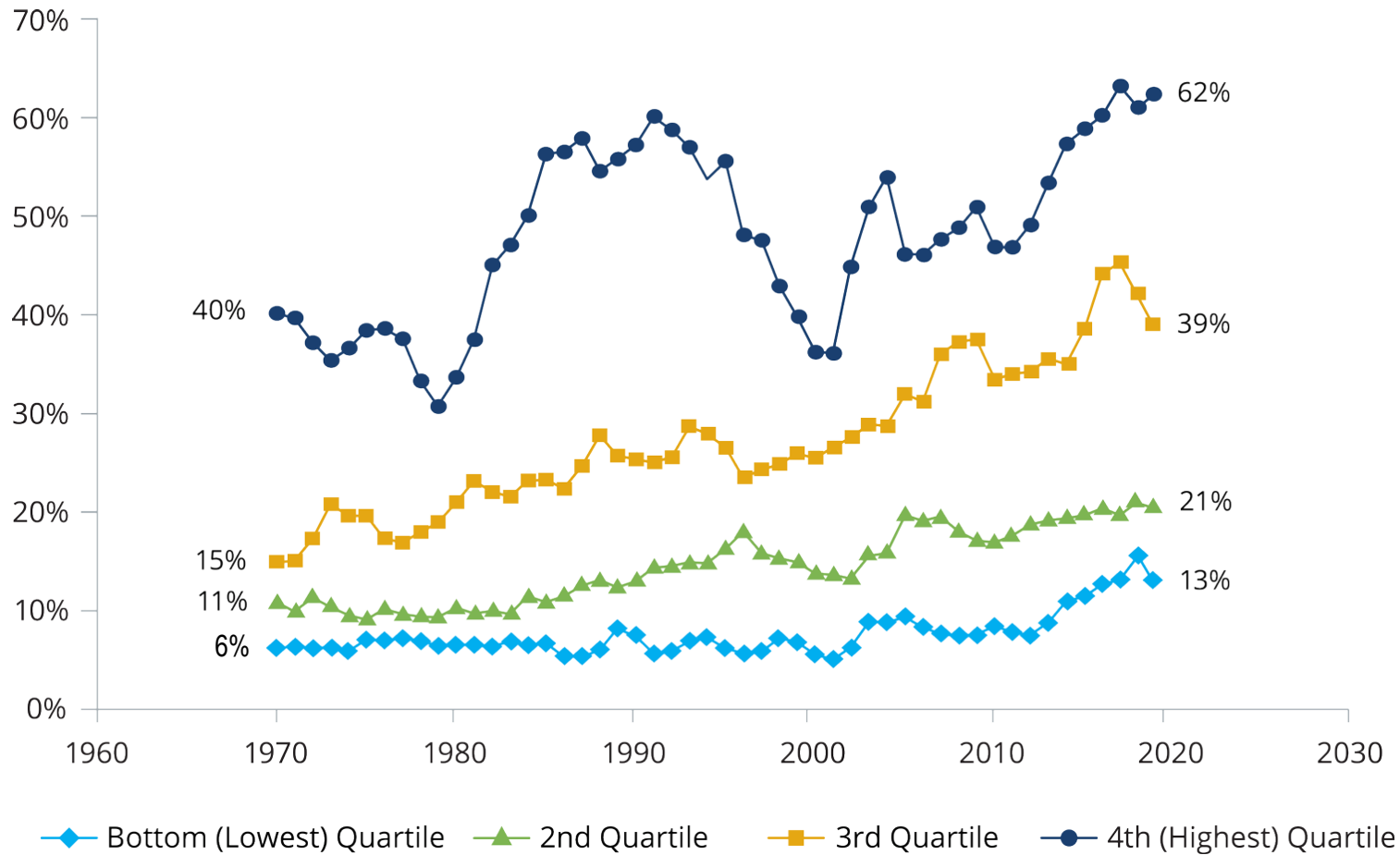
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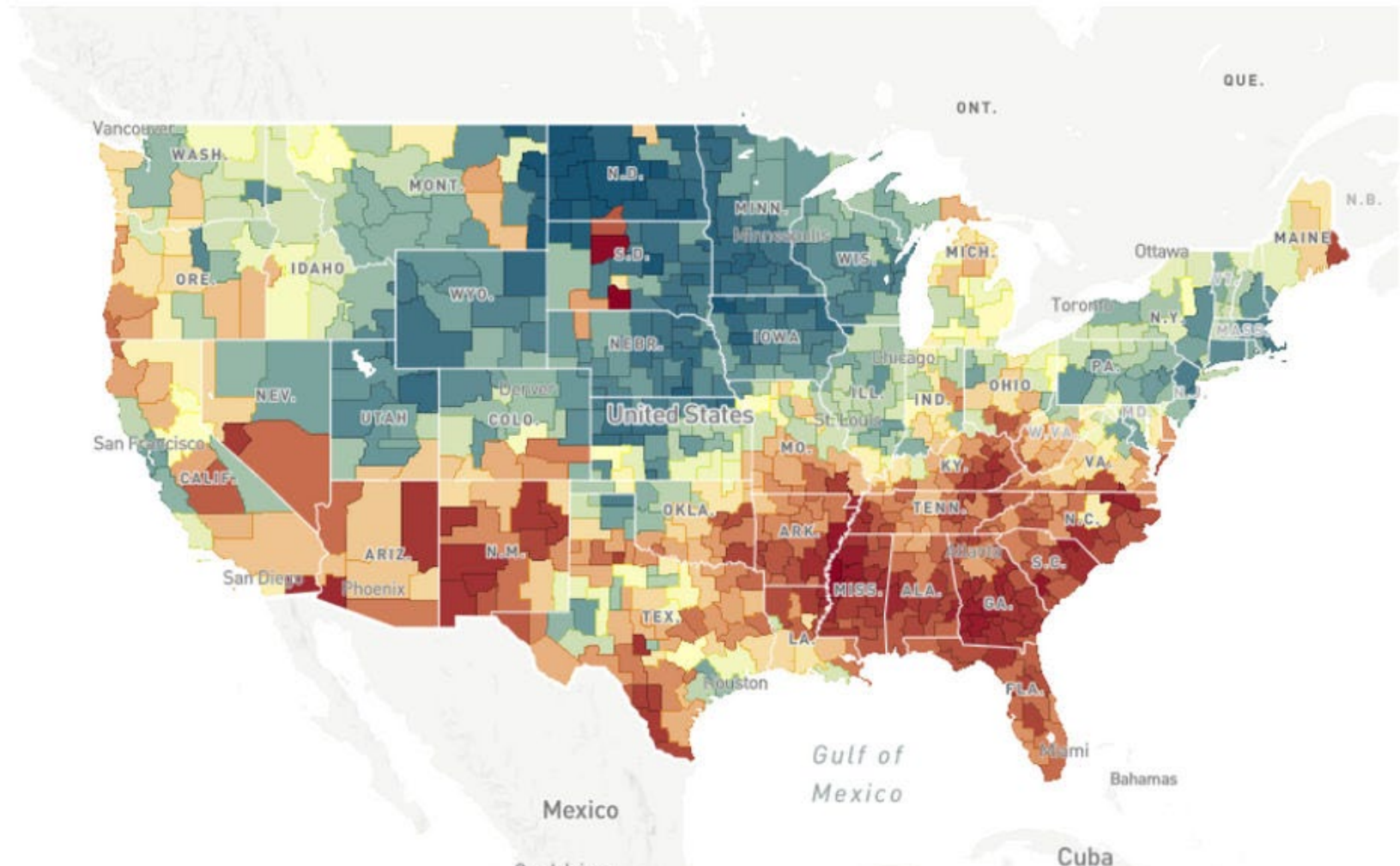
*“Whatever form the community college takes, it will provide college education for the youth of the community certainly, **so as to remove geographic and economic barriers to educational opportunity** and discover and develop individual talents at **low cost and easy access.**”*

ESTIMATED BACHELOR'S DEGREE ATTAINMENT BY AGE 24

FOR DEPENDENT FAMILY MEMBERS BY FAMILY INCOME QUARTILE: 1970 TO 2019



Predicted Household Income in 2014-15
for Children



Broward College OVERVIEW

58,659

STUDENTS ENROLLED

65%

IDENTIFY AS BLACK OR LATINX

52%

PELL-ELIGIBLE

142

COUNTRIES OF ORIGIN

52

LANGUAGES SPOKEN

\$7,074

COST FOR IN-STATE ASSOCIATE DEGREE

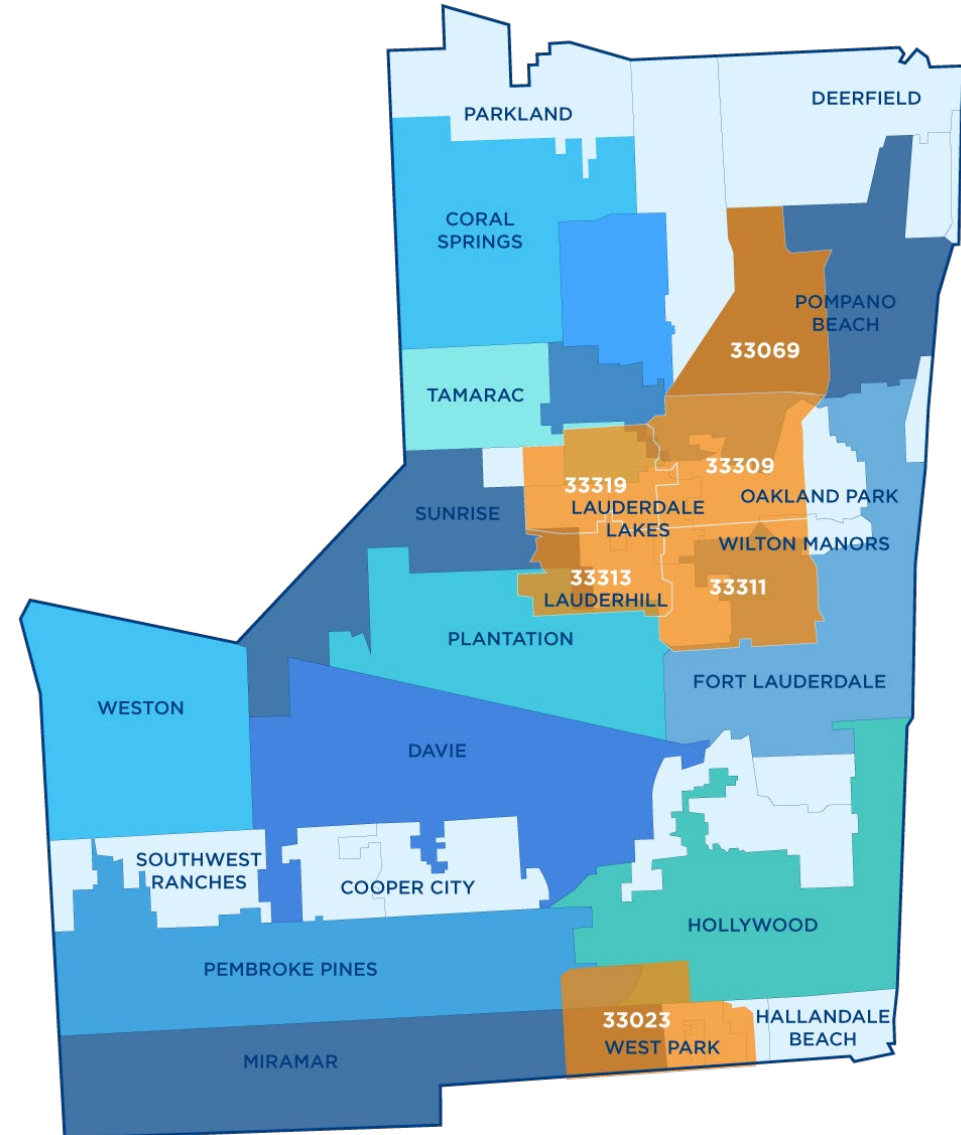
WHO WERE WE MISSING?

Six zip codes with the highest unemployment rates **9% to 15%**

- **2.8%** Broward County unemployment rate

27% of residents 25-64 yrs. old have an associates degree or above

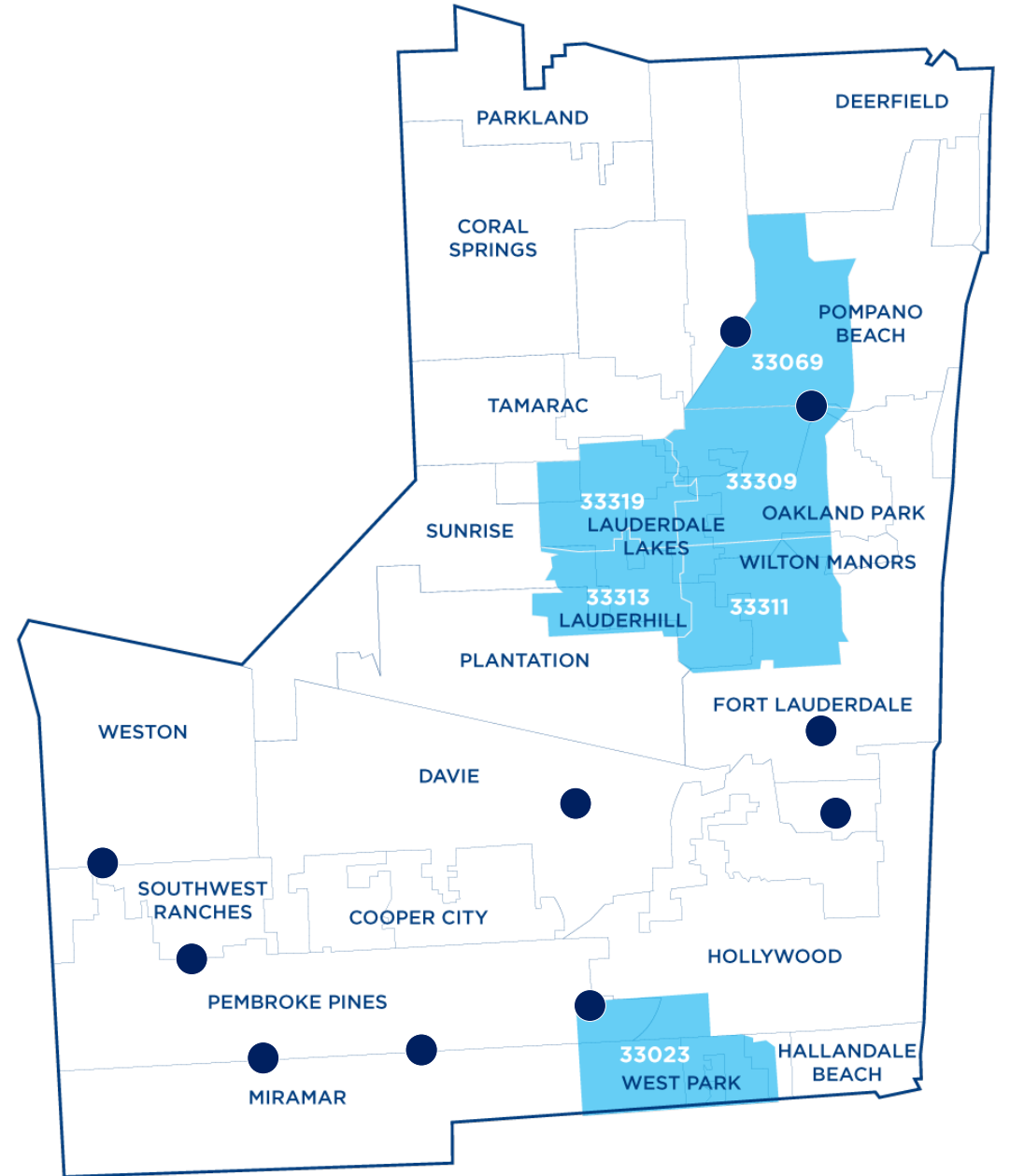
- **43.9%** Broward County attainment rate



BROWARD COLLEGE®

COLLEGE

LOCATIONS



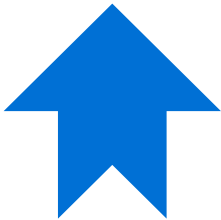
BrowardUP™

ACHIEVE UNLIMITED POTENTIAL

GOALS

1

Increase college access and attendance



from **3,000+**

2

Improve degree and certificate attainment



from **27%**
(and 43.9%) + certificates

3

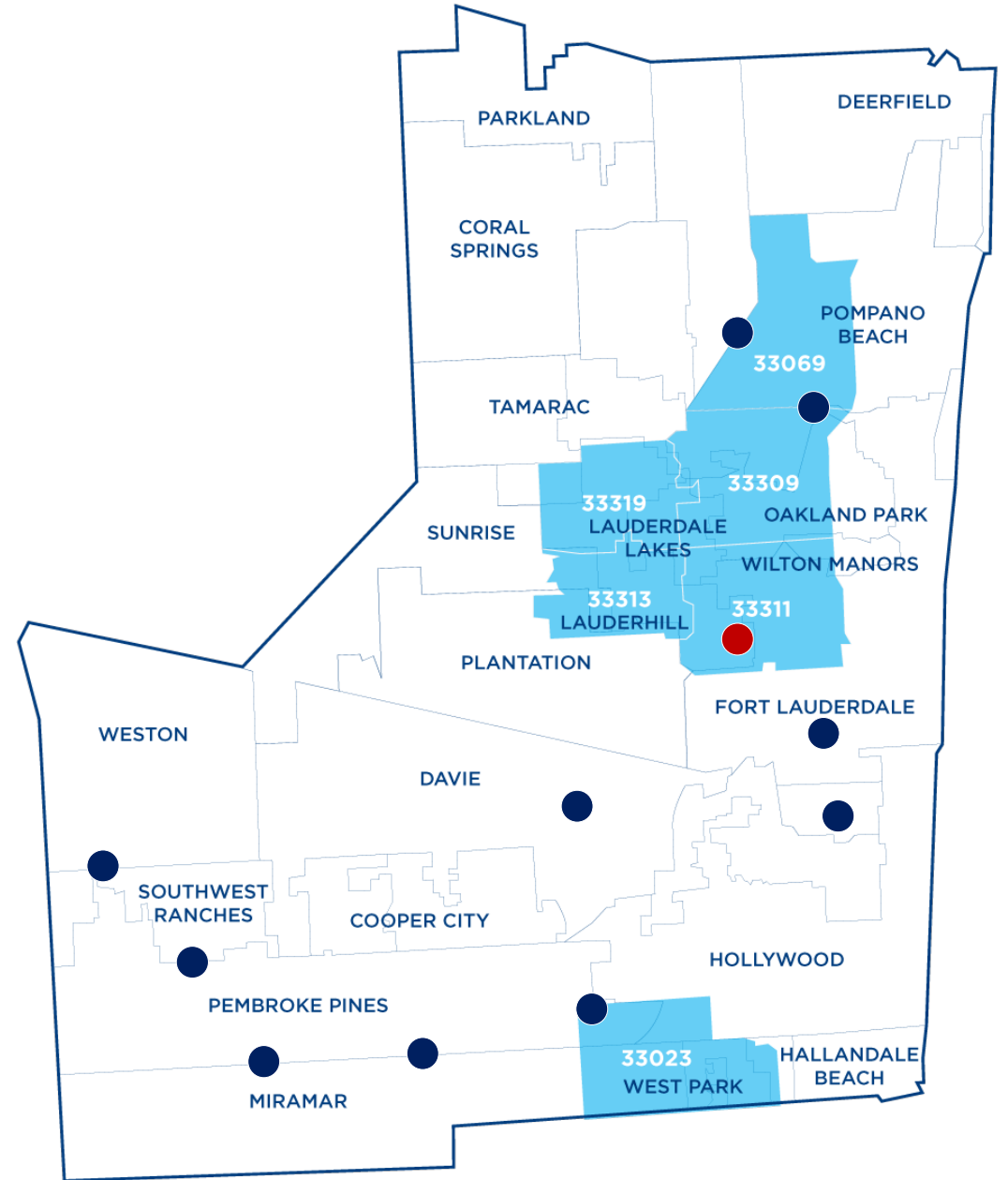
Holistically raise economic mobility



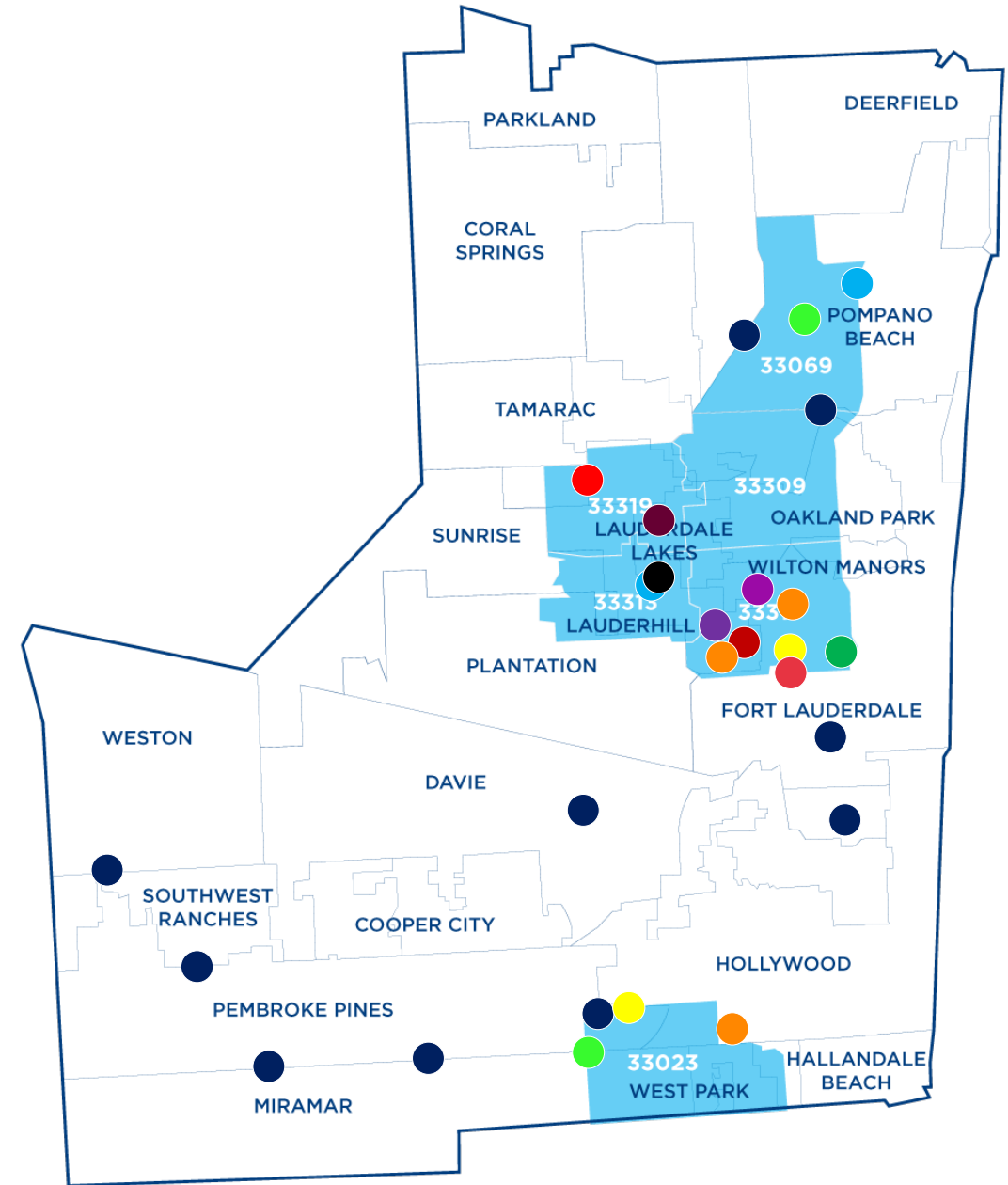
2+ quintiles
from bottom 20%



Urban League of
Broward County



COMMUNITY AGENCIES



MUNICIPALITIES



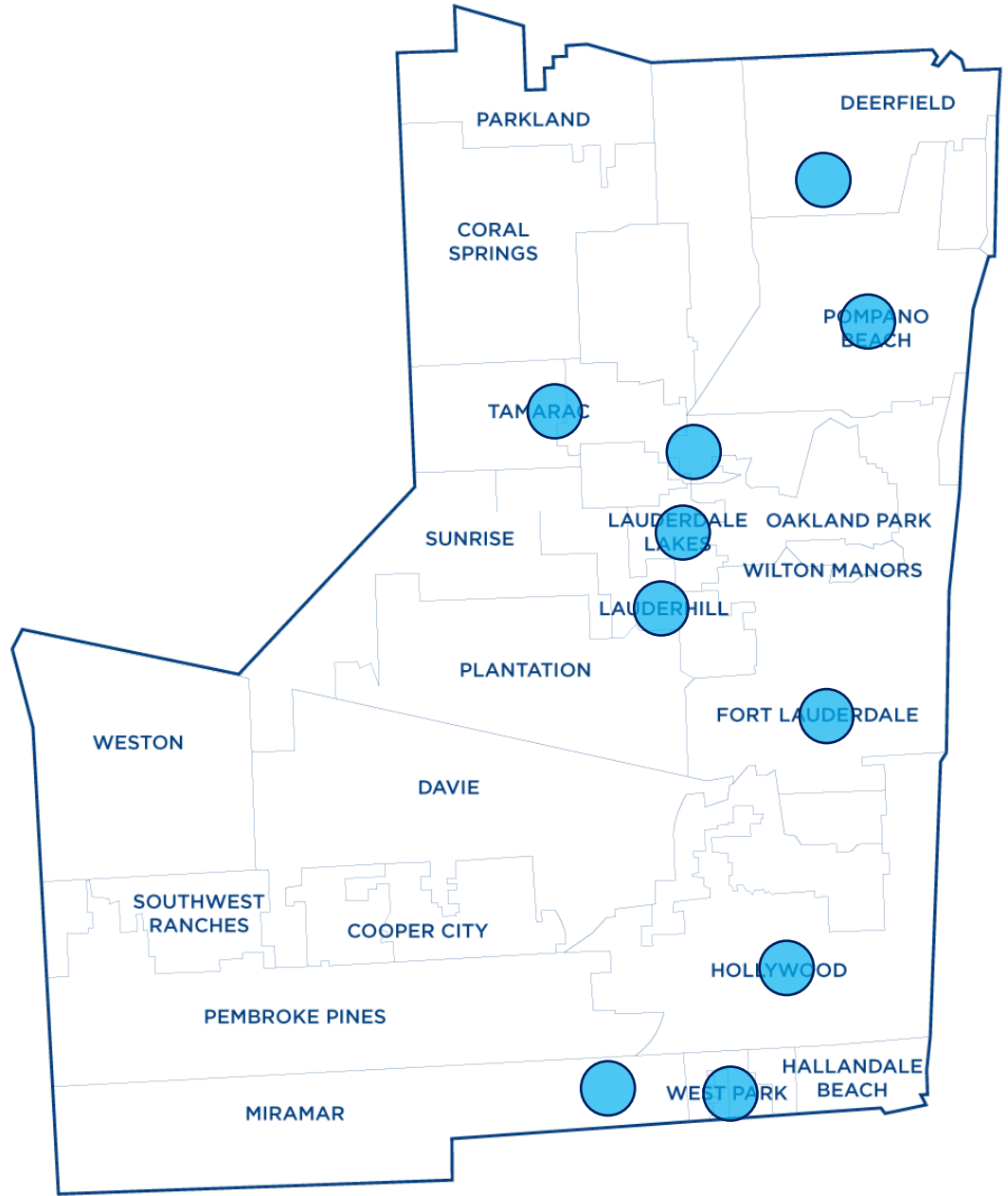
LAUDERDALE LAKES
"We Care"



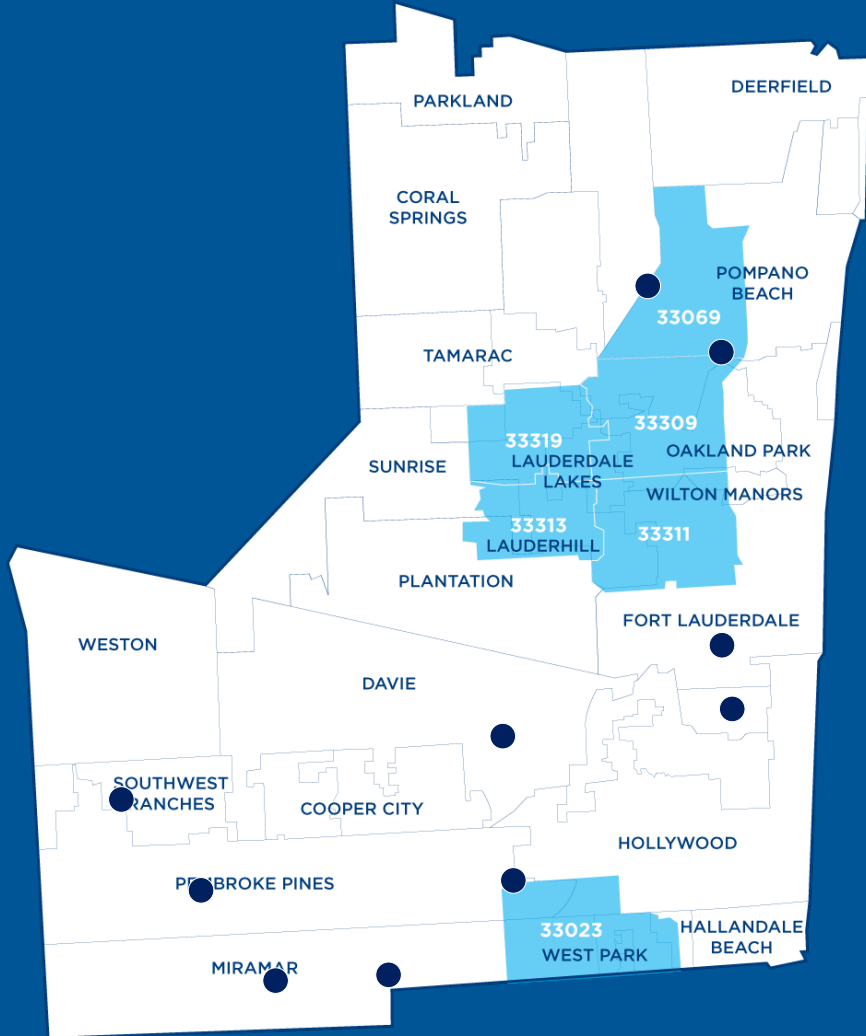
CITY OF WEST PARK
The City of Positive Progression



CITY OF FORT LAUDERDALE

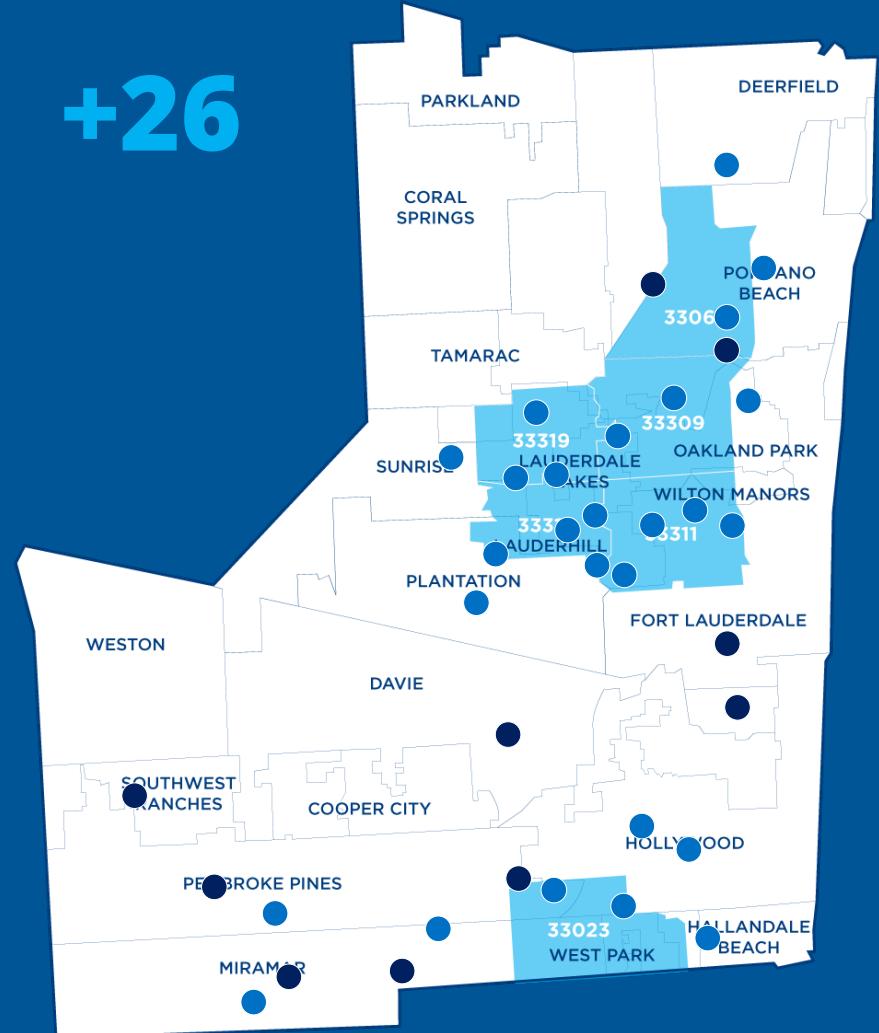


2017-2018



+26

2021-2022



IMPACT

3,300+

RESIDENTS SERVED
THROUGH BROWARD UP
PROGRAMMING

&

AWARDED

2,100+

WORKFORCE-READY
CREDENTIALS

BrowardUP™

ACHIEVE UNLIMITED POTENTIAL

12% increase in non-credit enrollment from Broward UP communities since 2018, despite the pandemic

6% increase in for-credit awards earned from Broward UP communities since 2018

Internal and External Partnerships

INTERNAL COLLABORATION

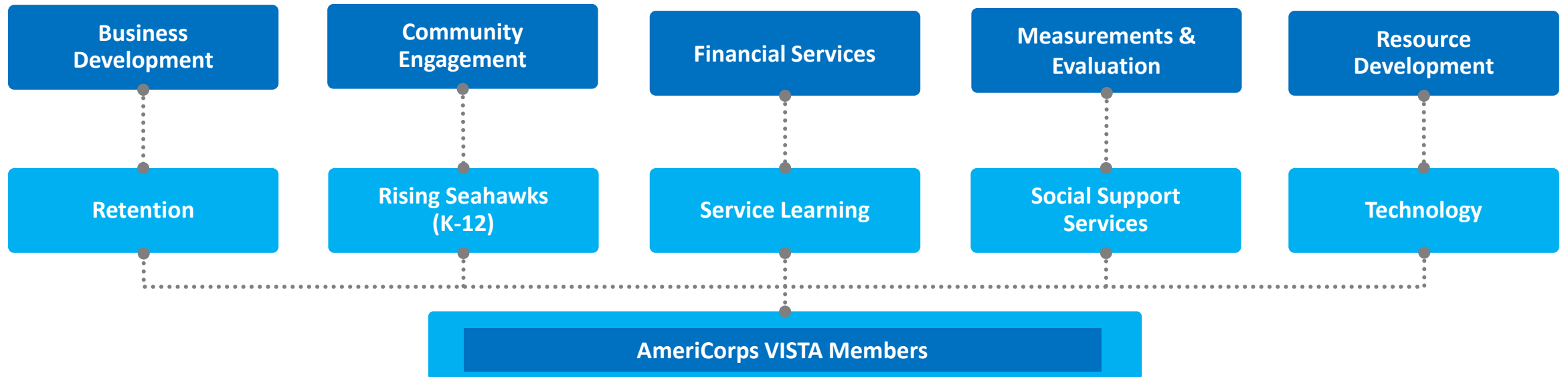
College-Wide Shared Governance

- Professional Development
- Interdepartmental Collaboration
- Broward UP Commission

*Working together to improve college access,
educational attainment, and economic mobility in
Broward UP Communities*

150+ College Employee Volunteers

BrowardUPTM
COMMISSION



COMMUNITY PARTNERSHIPS

Memorandum of Understanding (MOU)

- Connecting City/Agency and Broward College to benefit:
 - Residents/Clients
 - Employees
 - Community Economic Impact
- Focusing on the Following Strategies:
 - Access
 - Support/Attainment
 - Employment
 - Marketing
- Unique to Community Needs
- Coming Soon: Lift Every City

Example MOU Scope

The goal of this MOU is to connect municipal and community agency services to education. Areas of cooperation may include, but will not be limited to the following:

1. Access Strategy for City Residents:

Create access strategy for City residents for Broward College degrees and certifications.

- a. Access to live and on-demand College enrollment and funding webinars
- b. Opportunities for College presence at relevant City events
- c. Strategic embedded College presence at identified City location(s) for resident interaction
- d. Access to TRIO Educational Opportunities Center (EOC) services for eligible residents
 - i. TRIO EOC services are available to participants in the following zip codes: 33009, 33021, 33024, 33060, 33064, 33069, 33311, 33312, 33313, 33441, 33442, and high school seniors at Hallandale, McArthur, Stranahan, Dillard, and Coconut Creek High Schools. TRIO EOC cannot recruit for the College or any other institution.
- e. For eligible residents, access to various grant-funded programs
- f. For eligible residents from the following zip codes, access to grant-funded remote and on-site workforce education programming (33309, 33311, 33313, 33319, 33023, 33069)
 - i. Opportunities to deliver College certification training at identified City locations
 - ii. Opportunities to leverage technology to bridge digital divide
- g. Establish and collectively monitor enrollment targets for City residents
- h. Joint promotional tactics for resident recruitment as outlined in item #5.

2. Access Strategy for City Employees:

Create access strategy for City employees for Broward College degrees and certifications.

- a. Access to live and on-demand College enrollment and funding webinars
- b. When applicable, leverage City employer tuition reimbursement program for College programs and degrees
- c. Access to fee-based workforce education training and certifications. Should the Parties explore this opportunity a separate agreement will be executed.

3. Support Strategy:

Create support strategy for City residents as they pursue Broward College degrees and certifications.

- a. Access to live and on-demand student support workshops
- b. For eligible City residents, based on academic program, access to various College support resources:
 - i. Advising, Seahawk Outreach Services, Learning Resource Centers, Accessibility Services, etc.
 - ii. For eligible residents from the following zip codes, assigned Broward UP Career Pathway Navigator and support services (33309, 33311, 33313, 33319, 33023, 33069)
 1. Embedded into identified City location(s) for resident interaction
- c. For eligible residents, access to various grant-funded support resources
- d. Access to live and on-demand College Ambassador training for designated City staff for seamless support
- e. Explore the creation of a sponsorship-style scholarship for eligible City residents
- f. Joint promotional tactics for resident support as outlined in item #5.

4. Employment Solutions Strategy:

Create apprenticeship, internship, and employment strategy for City residents pursuing Broward College programs.

- a. Access to promote employment opportunities with the City via the College's Career Center Network
- b. Opportunities to participate in College career fairs and collaboratively host hiring events
- c. Explore opportunities to develop and deliver trainings at College and City locations to residents to fill competency gaps for availability City positions, giving preferential interviews to program completers
- d. Create and facilitate entrepreneurial programming to encourage and enhance small business development
- e. Collaborate to identify corporations within the City for partnership opportunities for placement

5. Marketing Strategy:

Develop a marketing strategy with joint promotional tactics to support partnership aims.

- a. City will receive promotional materials from the College for distribution through its various channels
- b. College will receive promotional materials from City for distribution through its various channels
- c. Following all established brand standards and guidelines, City and College may create co-branded promotional materials for dissemination through their various channels
- d. Explore opportunities to publicly celebrate partnership successes, including but not limited to
 - i. Encourage and celebrate program and degree enrollment and completion
 - ii. Highlight impact to residents, businesses, and/or to the community at-large
- e. Explore opportunity to co-create a community mural within City promoting education and the arts

6. Other:

The Parties have agreed to collaboratively explore the following additional strategies:

- a. [Add items as needed]

V. THE COLLEGE'S RESPONSIBILITIES

The College will provide a point of contact for connecting the City of Sunrise to the capabilities outlined above. This partnership manager will triage and connect City and College representatives to execute specific collaboration items. The College will outline partnership performance metrics and provide a report template, as well as schedule recurring meetings with City contact for evaluation.

VI. THE MUNICIPALITY'S RESPONSIBILITIES

The City will provide a point of contact for connecting Broward College to the capabilities outlined above. This main point of contact will triage and connect City and College representatives to execute specific collaboration items. The City main point of contact will complete an annual report and attend recurring meetings with College.

BROWARD COLLEGE[®]

presence in

BrowardUP

COMMUNITIES

- Co-Created Experience
 - Focus Groups
 - Community Engagement Commission Team
- Broward College Signage at Broward UP Locations
- Marketing Plan: Digital, Print, and Outdoor
- Collaborative mural project to uplift, engage, and inspire Broward UP Communities through the arts
- Partner Communication Channels

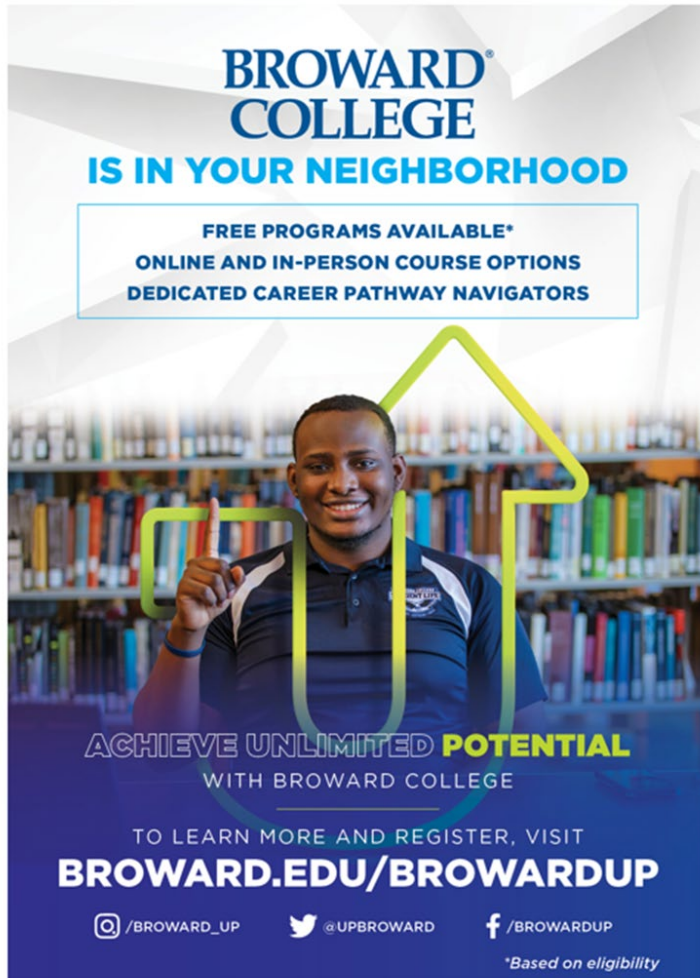


Partnership In Action



Innovative Programming

Course Development






BROWARD COLLEGE
IS IN YOUR NEIGHBORHOOD

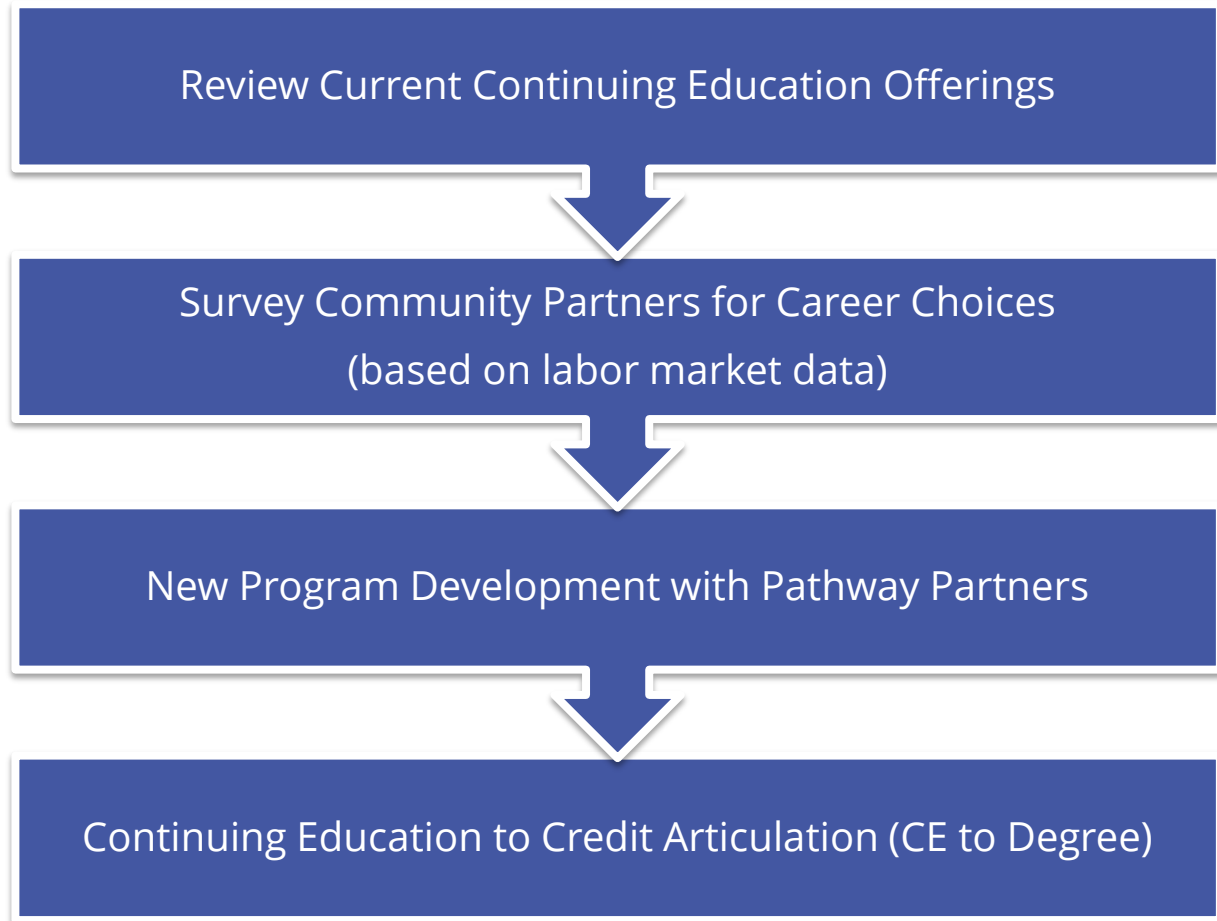
FREE PROGRAMS AVAILABLE*
ONLINE AND IN-PERSON COURSE OPTIONS
DEDICATED CAREER PATHWAY NAVIGATORS

ACHIEVE UNLIMITED **POTENTIAL**
WITH BROWARD COLLEGE

TO LEARN MORE AND REGISTER, VISIT
BROWARD.EDU/BROWARDUP

 /BROWARD_UP  @UPBROWARD  /BROWARDUP

*Based on eligibility





ACHIEVE UNLIMITED POTENTIAL

PICK YOUR PATHWAY

Broward College offers certificate and degree programs aligned by academic and career pathways. Broward UP courses are clustered by academic pathway to provide students with an onramp to new opportunities in post-secondary education and the workforce. Which pathway will you explore to reach your Unlimited Potential? Classes starting soon, register today!

BUSINESS

ACCOUNTING		
COURSE	LENGTH	MODALITY
MS Excel Certificate	3 days, 14 hours	Remote - Instructor-Led
QuickBooks	3 days, 14 hours	Remote - Instructor-Led

DATA ANALYSIS/ANALYTICS		
COURSE	LENGTH	MODALITY
MS Excel Certificate	3 days, 14 hours	Remote - Instructor-Led
Microsoft Excel with Data Analysis	2 days, 7 hours	Remote - Instructor-Led
Data Analytics Certificate	2 days, 7 hours	Remote - Instructor-Led

SOCIAL MEDIA MARKETING		
COURSE	LENGTH	MODALITY
Social Media Marketing and Analysis	4 days, 15 hours	Remote - Instructor-Led

INDUSTRY, MANUFACTURING, CONSTRUCTION, AND TRANSPORTATION (IMCT)

MANUFACTURING AND PROJECT MANAGEMENT		
COURSE	LENGTH	MODALITY
Introduction to Project Management	2 days, 7 hours	Remote - Instructor-Led
CAPM (Certified Associate Project Management)	12 days, 36 hours	Remote - Instructor-Led

The skills learned in this cluster can be applied across all career pathways.

SUPPLY CHAIN MANAGEMENT		
COURSE	LENGTH	MODALITY
Supply Chain Management Principles	10 days, 20 hours	Remote - Instructor-Led
Supply Chain Management Customer Service	10 days, 20 hours	Remote - Instructor-Led

SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH (STEM)

INFORMATION TECHNOLOGY		
COURSE	LENGTH	MODALITY
AWS Technical Essentials - Introduction	2 days, 7 hours	Remote - Instructor-Led
Cybersecurity Certificate	2 days, 7 hours	Remote - Instructor-Led

PROCESS IMPROVEMENT		
COURSE	LENGTH	MODALITY
Lean Six Sigma Yellow Belt	3 days, 14 hours	Remote - Instructor-Led
Lean Six Sigma Green Belt	10 days, 40 hours (instructor approved project required)	Remote - Instructor-Led

HEALTH SCIENCE

HEALTH CARE		
FIRST COURSE	LENGTH	MODALITY
Basic Life Support (BLS)	1 day, 4.5 hours	In-Person - Broward College Central Campus
CONTINUING PROGRAM OPTIONS		
	LENGTH	MODALITY
Assisted Living Tech	90 hours	Online, Self-Paced
Contact Tracing	22 hours	Online, Self-Paced
EKG Tech	90 hours	Online, Self-Paced
Hemodialysis Tech	190 hours	Online, Self-Paced
Medical Administrative Assistant*	276 hours	Online, Self-Paced
Medical Assistant	492 hours	Online, Self-Paced
Medical Billing and Coding*	445 hours	Online, Self-Paced
Medical Office Manager*	321 hours	Online, Self-Paced
Medical Transcription Editor*	640 hours	Online, Self-Paced
Mental Health Tech	310 hours	Online, Self-Paced
Personal Care Assistant	90 hours	Online, Self-Paced
Pharmacy Tech	520 hours	Online, Self-Paced
Phlebotomy Tech	130 hours	Online, Self-Paced
Physical Therapy Aide*	275 hours	Online, Self-Paced
Vet Assistant*	328 hours	Online, Self-Paced

* Can transfer into credit programs.

Continuing Health Care options require completion of high school diploma or GED

Through Broward UP, Broward College offers FREE courses for community members in the following zip codes: 33023, 33069, 33309, 33311, 33313 and 33319.

Broward College, and community partner resources, also provide funding opportunities for courses to residents of other areas. Speak with a Career Pathway Navigator to learn more.

Courses and schedule subject to change without notice based on space and funding availability. Please contact Broward UP for additional information.

CLASSES BEGIN SOON!

TO LEARN MORE VISIT

BROWARD.EDU/BROWARDUP

[/BROWARD_UP](https://www.instagram.com/BROWARD_UP)

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BROWARD COLLEGE

Adult General Education

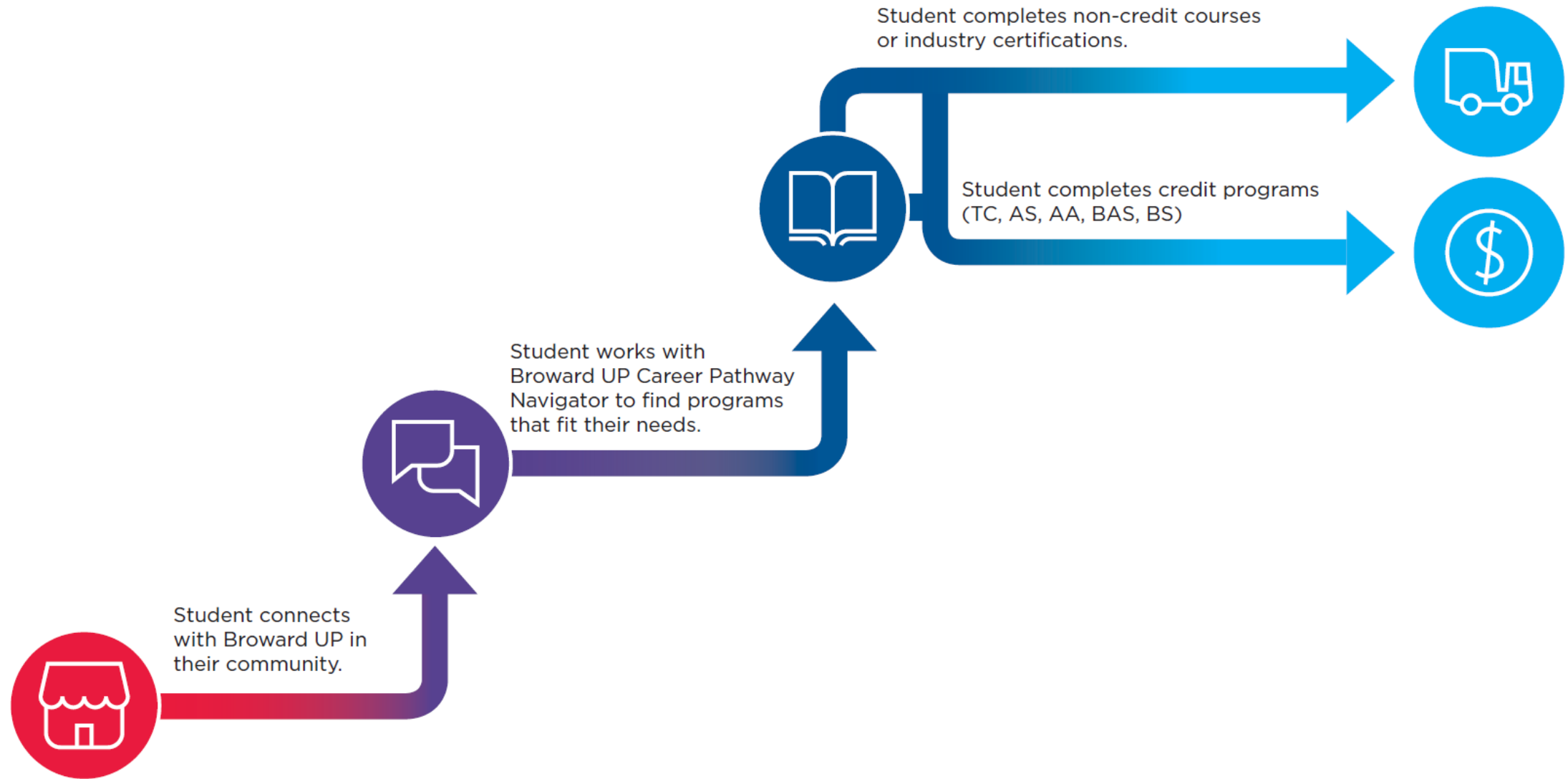
Integrated Educational Training Programs

- Integrated Instruction:
 - Adult Basic Education content aligned to the workforce training content
 - Collaborative instructors
 - 50% in-classroom overlap of instructors
- Initial IET Programs:
 - Network Support Specialist
 - Office Support Specialist
 - Warehouse Operator

Case Management

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BROWARD UP CASE MANAGEMENT MODEL

Career Pathway Navigators

- Needs Assessment
 - Emergency Funding
 - Loaner Technology Program
 - Community Resources
- Career Assessments
- Goal Setting Exercise / SWOT Analysis
- Career & Education Plan
- Ongoing Communication & Support

CPN IMPACT SINCE 2020

900+
Residents
Served



Last year, **424** students served by CPNs enrolled in FREE courses and workshops in Broward UP Communities, completing **753** courses, with **29%** completing **2 or more** courses.

BrowardUP

PARTICIPANT SPOTLIGHTS

DENISE

Sought a credential to save her job – and did

ARNEL

New skills—new business—new lease on life

MELANIE

Transitioned from food services to health care career

VONESHIA

Upskilled to earn \$10K more annually with employer

NADINE

Broward UP helped grow confidence and competence

ANA MARIA

“Reinvented” herself—now pursuing nursing degree



DENISE



MELANIE



NADINE



ARNEL



VONESHIA



ANA MARIA

Employment Solutions

EMPLOYMENT SOLUTIONS

Reimagining Career Services

- EMPLOYS
- Employer MOUs
 - Specialized Training
 - Internships/Externships/Apprenticeships
 - Commitments to Hire
 - Career Ladders
- Entrepreneurship
- Small Business Development

Leveraging Resources

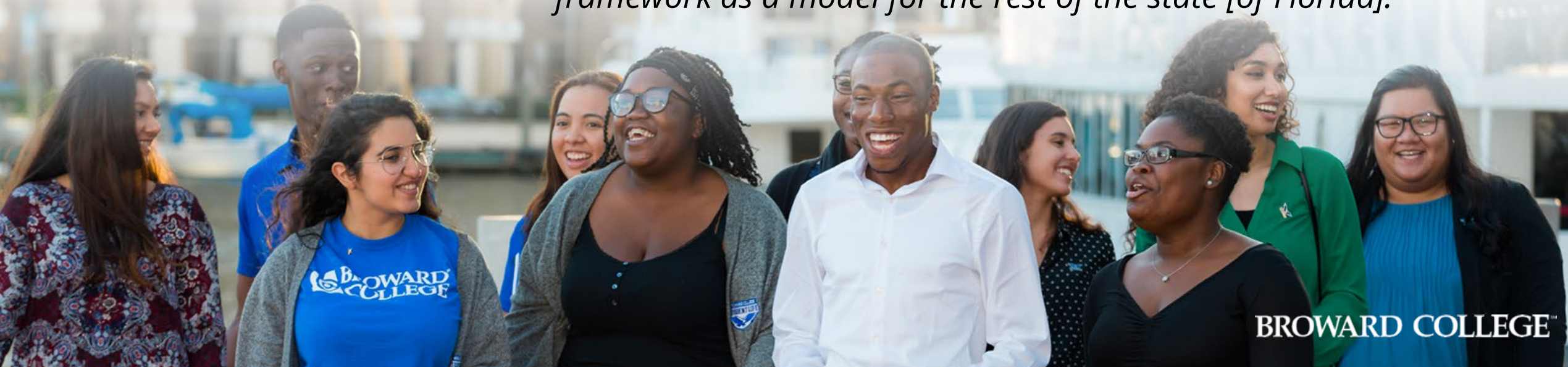


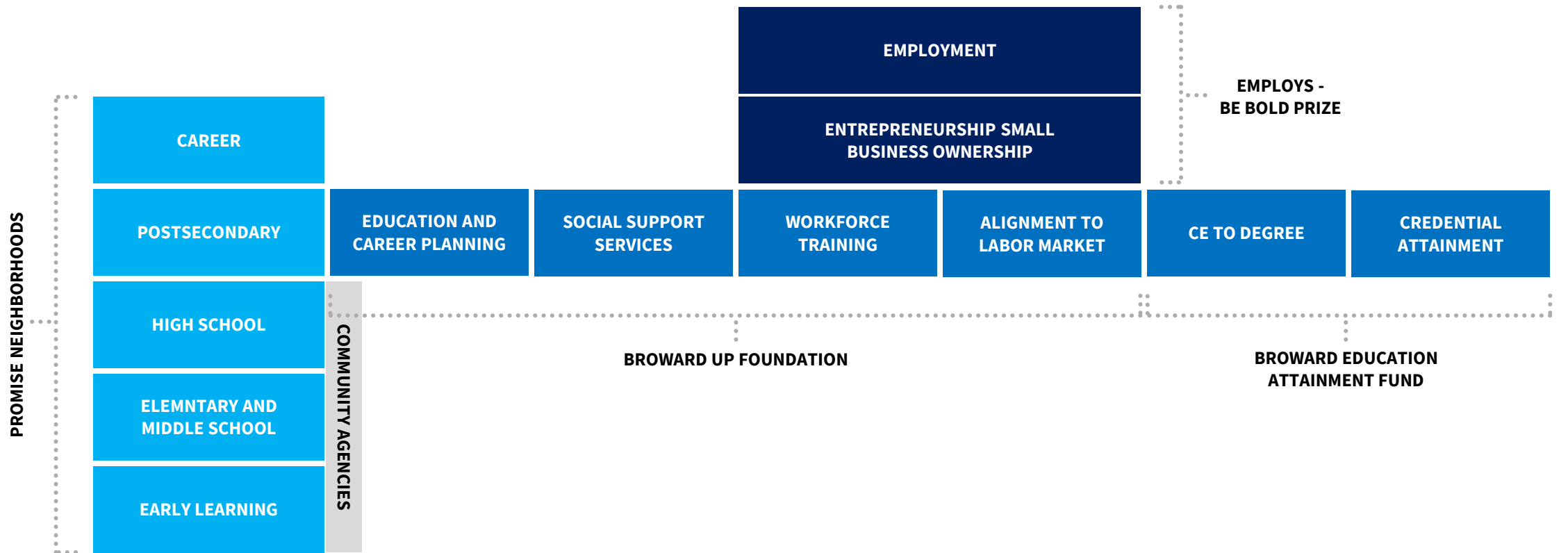


**AN INDEPENDENT
ASSESSMENT OF
THE VALUE OF
BROWARD UP**

- For every **\$1 of incurred costs**, participants can expect to receive **\$19.27 in return over time**
- For every **\$1 of incurred start-up and operations costs**, the state of Florida can expect to receive **\$13.13 in benefit**

"[We] recommend policymakers incorporate the Broward UP framework as a model for the rest of the state [of Florida]."





Questions?

BrowardUP™

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Thank You!

Contact AVP Partnership Impact, Dr. Jennifer Saint Louis at jconstan@broward.edu

www.broward.edu/browardup

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