

# HGTC STRATEGIC PLAN



FY 2020-2021 through FY 2023-2024

#### Mission

The mission of Horry-Georgetown Technical College is to provide accessible, affordable, high-quality, comprehensive two-year collegiate education and workforce development through traditional and distance learning delivery methods; to provide a student centered environment and inspire lifelong learning; to promote learning through teaching excellence; to promote community service and embrace diversity; to promote economic growth; and to embrace technological innovation in instruction and workplace applications.

### Role & Scope

Since its creation in 1966, Horry-Georgetown Technical College has continued to provide post-secondary certificate, diploma, and associate degree programs leading directly to securing or continuing employment; degree programs which enable students to access other post-secondary education; and workforce development programs to meet the needs of job training, occupational advancement, licensing, and certification.

As a member of the South Carolina Technical College System, the College is a public, two-year technical college, enrolling students in college credit curriculum courses and providing non-credit courses and programs for workforce development and job training. The College primarily provides services to the individuals and employers of Horry and Georgetown Counties, but also offers programs to meet regional, national, and international needs. The College values partnerships with business, industry, community agencies, and other educational and governmental institutions which support the growth and development of the community.

The faculty's primary function is to ensure student learning and academic goal achievement through innovative teaching that integrates theory and application. The College provides student services to support individual and educational goals for all students in both traditional and distance learning environments. The College endeavors to fulfill its mission by fostering the belief that all people should have equal opportunity for personal and professional growth in leading to a productive and meaningful life. The College respects every member of the college community and is committed to fairness in its educational endeavors.

Mission statement last updated and approved by HGTC Area Commission, April 18,, 2017

Mission statement last approved by S.C. Commission on Higher Education, May 18, 2017.

#### Vision

Horry-Georgetown Technical College will be recognized as a leader in workforce development, intellectual growth, and life improvement.

#### **Core Values**

To fulfill its mission, Horry-Georgetown Technical College is committed to the following values:

**Accountability** - We create an environment that promotes responsible stewardship of the resources entrusted upon us.

Collaboration - We develop and nurture partnerships among student, faculty, staff, and community to promote open and effective communication, decision-making,

and implementation of ideas and processes. Excellence - We set high and challenging standards for teaching and professional performance, advocate continuous

improvement of programs and services, and expect a results-oriented organization. Inclusion - We recognize individual differences and choices, and support a college

environment in which all members can grow in their personal and professional lives.

## HORRY-GEORGETOWN TECHNICAL COLLEGE STRATEGIC PLAN

FY 2021-2024

To provide accessible, affordable, high-quality, comprehensive two-year collegiate education and workforce development through traditional and distance learning delivery methods; to provide a student centered environment and inspire lifelong learning; to promote learning through **MISSION** teaching excellence; to promote community service and embrace diversity; to promote economic growth; and to embrace technological innovation in instruction and workplace applications. **STEWARDSHIP QUALITY GROWTH** Programs; Enrollment; Virtual and Physical Student Success: Academic and Instructional **STRATEGIC** Excellence, Efficiency and Effectiveness of Facility Infrastructure; Fund Raising; **GOALS** Systems, Processes, Programs, Employee Campuses; Academic Partnerships **Development and Enrichment:** 



- Develop Strategic marketing and branding plan. \*
- 2. Increase enrollment. \*
- Offer diverse and flexible schedules for students. \*
- 4. Create new programs and expand existing programs in both Credit and Continuing Education. \*
- 5. Broaden cultural diversity and inclusion.
- Rennovate existing and create new learning spaces. \*
- 7. Broaden economic development activities.
- 8. Increase external funding.
- Participate in community service.
- 10. Increase partnerships with community and higher education institutions.
- Expand/Enhance program specific awareness through faculty engagement in the the community. \*

Compliance with Laws, Policies, and Regulations: Prudent Use of Resources: Fiscal Transparency; Risk Management



- Ensure cost-effective systems of internal control for all operations.
- 2. Obtain unqualified independent audit opinions.
- 3. Establish appropriate measures for risk mitigation.
- Implement effective safety/security protocols and overall emergency preparedness.
- 5. Demonstrate evidence of fiscal health and viability.
- 6. Develop a Business Continuity Plan.
- 7. Comply with applicable financial & legal laws, rules and regulations.





- Improve student success (job placement, licensure exams, retention, graduation). \*
- 2. Enhance professional communication skills. \*
- 3. Improve administrative information processes, systems, infrastructure & information security.
- Establish relevant and clear program learning outcomes.
- Maintain and create excellent learner-driven facilities. \*
- Provide accessible, creative and successful delivery of instruction. \*
- Employ qualified and results-oriented employees. \*
- Provide instructional quality. \*
- 9. Comply with applicable accreditation standards.
- 10. Improve student engagement, support, and auxiliary services for students in all instructional delivery formats. \*