MISSION STATEMENT

Horry-Georgetown Technical College is dedicated to enriching the lives of students and empowering communities through accessible and affordable education. We are committed to fostering economic development and innovation by providing a premiere, comprehensive two-year collegiate and workforce education experience that will leave a lasting positive impact on our students and the regions we serve.

Mission statement last updated and approved by the HGTC Area Commission February 13, 2024.

HGTC STRATEGIC PLAN 2024-2027 **STRATEGIC GOALS**

QUALITY

Ensure Continuous Student Success

Provide Resources & Support Services to Help Students from Diverse Backgrounds Succeed Academically

Support Institutional Effectiveness by Regular Review of Key Performance Indicator for Continuous Improvement

GROWTH

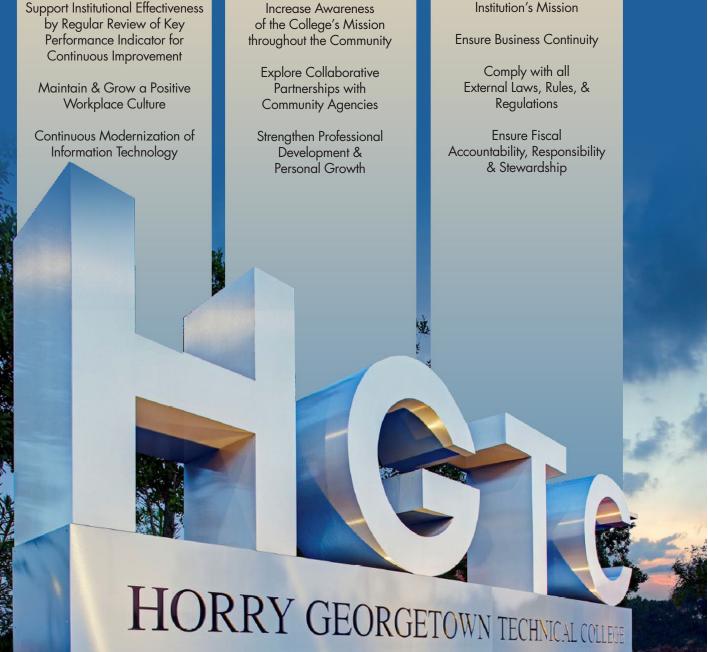
Expand & Align Educational & **Business Opportunities**

Seek Funding Opportunities to Support the College Mission

STEWARDSHIP

Allocate Resources Effectively to Support the College's Mission & Goals

Ensure the College's Facilities Meet & Support the



QUALITY

Ensure Continuous Student Success

Strategy One

Exceed key performance indicators of student success.
(Graduate Placement, Licensure Exam Pass Rates, Retention and Persistence, Key Completion Indicator—National Student Clearinghouse Six Year Outcomes, Completions, Course Success Rates)

Strategy Two

• Complete annual assessment of program and student learning outcomes and ensure that changes are implemented for continuous improvement and strengthening of programs.

Provide Resources and Support Services to Help Students from Diverse Backgrounds Succeed Academically Strategy One

- Enhance retention and enrollment strategies.
- Establish annual enrollment goal.
- Enhance student experience.
- Explore esports.
- Purchase a mobile outreach vehicle by 2025.
- Fully implement EAB Early Alert and analyze success of students needing additional support and outreach by 2025.

Support Institutional Effectiveness by Regular Review of Key Performance Indicators for Continuous Improvement Strategy One

- Establish an assessment plan for college services
- Work with academic team on new evaluation of instruction process

Maintain and Grow Positive Workplace Culture

Strategy One

• Recognize and reward empowerment, creativity, and innovation

Strategy Two

Recognize and reward teamwork and collaboration

Continuous Modernization of Information Technology

Strategy One

Refresh IT strategic plan

Strategy Two

Leverage cloud technologies

Strategy Three

Optimize cybersecurity protocols – data security and integrity

GROWTH

Strengthen Professional Development and Personal Growth.

Strategy One

Generate new opportunities for professional development for employees

Strategy Two

Ensure faculty and staff stay are engaged with industry trends, emerging technologies, and up-to-date pedagogy

Expand and Align Educational and Business Opportunities for the Local Area

Strategy One

- Establish academic program master plan
- Analyze data and existing studies to identify potential locations based on demographic trends and educational and community needs in the community
- Create new dual enrollment opportunities
- Implement new healthcare cohorts

Strategy Two

• Explore opportunities for HGTC presence in the Myrtle Beach Arts and Innovation District.

Strategy Three

• Explore opportunities for a business corporate-level training/educational partnership Enterprise Zone, including specific industries or businesses targeted for collaboration.

Increase Awareness of the College's Mission Throughout the Community

Strategy One

- Review and validate the College's brand
- Conduct an audit

Strategy Two

 Increase opportunities to reach additional markets to include students "pre-high school" and historically underserved communities

Strategy Three

Develop and implement opportunities that bring members of the community to campus

Strategy Four

 Develop and implement initiatives that highlight the college's mission, accomplishments – feature students, faculty, and alumni

Strategy Five

Engage external resources to optimize awareness of the college

Explore Collaborative Partnerships with Community Agencies

Strategy One

• Implement partnership with the YMCA to offer educational and engagement opportunities such as summer camps, sports, campus tours, and daycare options by 2025

Strategy Two

- Partner with Coastal Carolina University on new program cohorts and joint marketing efforts by 2026
- Seek Funding Opportunities to Support the College Mission

STEWARDSHIP

Ensure the college's facilities meet and support the Institution's Mission

Strategy One

Develop and execute the college's facility masterplan

Strategy Two

 Develop specific initiatives to optimize existing facilities, such as repurposing underutilized spaces or implementing flexible scheduling for classrooms and facilities

Strategy Three

 Create a program rationalization plan to implement a regular cycle to assess the relevance of existing academic programs and update or phase out programs as needed

Allocate Resources Effectively to Support the College's Mission and Goals

Ensure Business Continuity

Comply with all External Laws, Rules, and Regulations

Strategy One

Maintain regional and program accreditation