

# 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

Maintain & Grow a Positive Workplace Culture

Continuous Modernization of Information Technology

### GROWTH

Expand & Align Educational & Business Opportunities

Seek Funding Opportunities to Support the College Mission

Increase Awareness of the College's Mission throughout the Community

Explore Collaborative Partnerships with Community Agencies

Strengthen Professional Development & Personal Growth

### STEWARDSHIP

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

Ensure the College's Facilities Meet & Support the Institution's Mission

Ensure Business Continuity

Comply with all External Laws, Rules, & Regulations

Ensure Fiscal Accountability, Responsibility & Stewardship



HORRY GEORGETOWN TECHNICAL COLLEGE

## 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

### ***Ensure Fiscal Accountability, Responsibility & Stewardship***