

# HGTC

# IMPACT

## 2027

### 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 premier, comprehensive two-year collegiate and workforce education experience that will leave a lasting positive impact on our students and the regions we serve.

### VISION

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

### STRATEGIC IMPACT PLAN

#### 2024 - 2027 STRATEGIC GOALS

#### QUALITY

Ensure Continuous Student Success

Provide Resources & Support Services to Help Students 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 for the Local Area

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

Leverage Artificial Intelligence (AI) to Enhance Academic Delivery, Operational Efficiency, & Workforce Readiness

#### 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

## **QUALITY**

### **Ensure Continuous Student Success**

#### **Strategy 1**

1. 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 2**

1. 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 1**

1. Enhance retention and enrollment strategies.
2. Establish annual enrollment goal.
3. Enhance student experience.
4. Explore esports.
5. Purchase a mobile outreach vehicle by 2025.
6. 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 1**

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

### **Maintain and Grow Positive Workplace Culture**

#### **Strategy 1**

1. Recognize and reward empowerment, creativity, and innovation.

#### **Strategy 2**

1. Recognize and reward teamwork and collaboration.

### **Continuous Modernization of Information Technology**

#### **Strategy 1**

1. Refresh IT strategic plan.

#### **Strategy 2**

1. Leverage cloud technologies.

#### **Strategy 3**

1. Optimize cybersecurity protocols – data security and integrity.

## **GROWTH**

### **Strengthen Professional Development and Personal Growth**

#### **Strategy 1**

1. Generate new opportunities for professional development for employees.

#### **Strategy 2**

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

### **Expand and Align Educational and Business Opportunities for the Local Area**

#### **Strategy 1**

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

**Strategy 2**

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

**Strategy 3**

1. 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 1**

1. Review and validate the College's brand.
2. Conduct a brand audit.

**Strategy 2**

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

**Strategy 3**

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

**Strategy 4**

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

**Strategy 5**

1. Engage external resources to optimize awareness of the college.

**Explore Collaborative Partnerships with Community Agencies**

**Strategy 1**

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

**Strategy 2**

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

**Leverage Artificial Intelligence (AI) to Enhance Academic Delivery, Operational Efficiency, & Workforce Readiness**

**Strategy 1**

1. Use AI-driven applications for administrative functions, such as scheduling, communications, and document processing, to improve workflow, reduce manual effort, and improve predictive analytics in enrollment, retention, and student services.

**Strategy 2**

1. Develop or expand AI-related short-term credentials and continuing education programs in response to regional employer needs.

**Strategy 3**

1. Form an internal AI Steering Committee to evaluate, pilot, and scale AI initiatives.
2. Allocate resources and partnerships to build institutional expertise and infrastructure for sustained AI innovation.

**STEWARDSHIP**

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

**Strategy 1**

1. Develop and execute the college's facility masterplan.

**Strategy 2**

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

**Strategy 3**

1. 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.

**Ensure Business Continuity**

**Strategy 1**

1. Ensure staff are cross-trained.

**Comply with all External Laws, Rules, and Regulations**

**Strategy 1**

1. Maintain regional and program accreditation.

**Ensure Fiscal Accountability, Responsibility & Stewardship**

**Strategy 1**

1. Clean audit.